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# PRINTERS INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & Co., Publishers, 10 SPRUCE ST., NEW YORK.

VOL. XIII.

NEW YORK, JULY 3, 1895.

NO. 1.



UP TO "DE LIMIT,"  
as Chimmie Fadden  
says—all the girls—all who  
wear nice things—swell  
things—who always look  
nice, read THE WISCONSIN.  
If you have anything that  
these well-groomed *up-to-*  
*the-limit* girls want—dress  
patterns, lingerie, hosiery,  
silver ornaments, combs—all the little knick-  
knacks that the swell girl  
delights in—advertise in  
THE WISCONSIN. She will  
see it and she has the  
money to buy it. All the  
Milwaukee merchants do.



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## The Evening Wisconsin,

MILWAUKEE, WIS.

CHAS. H. EDDY, Eastern Manager,  
10 Spruce Street, New York.

# Keep Your Money

and let five million people keep theirs—or spend your money in the Atlantic Coast Lists and get some of the money from these five million people.



It is your privilege to do either.

Bright advertisers get the money of the country people of the New England, Middle and Southern States.

The Atlantic Coast Lists does it for them.

22390400

One order, one electrotype—that's all.

1450 local papers.

Catalogue and estimate for the asking.



ATLANTIC COAST LISTS,

134 Leonard Street,

New York.

Mar 1  
N.Y.J. 1895

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, JUNE 29, 1893.

Vol. XIII.

NEW YORK, JULY 3, 1895.

No. 1.

## BICYCLE ADVERTISING.

*By G. H. E. Hawkins.*

The saying "Good wine needs no bush" would not be considered an axiom by the merchants and manufacturers of to-day. The man who does not advertise his wares will soon have no wares worthy an advertisement.

Nineteenth century advertising is indeed an art, and far up in the list of well advertised specialties stands the bicycle. Bicycle advertising is naturally of recent development, the first American bicycle having been made in 1877. During the present year there will be manufactured in the United States, according to competent judges, between 400,000 and 500,000 bicycles, and with the whole country seemingly marching cycleward the demand has even exceeded this astonishingly immense output.

Although the bulk of the business is undoubtedly due to the natural development of the industry and the adoption of the wheel as a means of locomotion and pleasure, much of the magnitude of the trade is attributable to the live and generous methods employed in advertising by the bicycle manufacturers.

Bicycles are certainly as well advertised in the national mediums as any other line of goods whose varied virtues are set forth in the advertising pages, apparently for the guidance of purchasers and incidentally for the profit of the makers.

In the bicycle papers the advertising is far superior to that contained in the rank and file of trade journals. No one branch of business has more representatives among the press in proportion than the bicycle, and yet these papers are all generously used by the various cycle makers, simply illustrating the point previously taken that the bicycle manufacturers have used space more freely than any other lines of trade having an equal annual

income. The bulk of this business has found its way into the treasures of the trade papers and national weeklies and magazines. The daily papers have been used, it is true, to a considerable extent and are constantly receiving a proportion of the business, but the future will surely see the daily and weekly press throughout the country containing more bicycle than any other one class of advertising with the possible exception of that pertaining to patent medicines. Heretofore this end of the business had been left to the local bicycle agent and not conducted, except in a comparatively small degree, by the bicycle manufacturers. Where a grocer will devote but a line or two of his announcement to Ivory Soap, the bicycle agent will give four, eight or ten inches to advertising the wheel he sells, simply because most agents sell bicycles and nothing else. If the grocer sold nothing but Ivory Soap he could afford to do the same.

The position of the bicycle makers is peculiar. Far behind their orders, and not in present need of advertising, the tendency is to curtail or drop out entirely. The wise advertiser, however, is not building for to-day, and knows better than to drop the use of printer's ink. It would be like a merchant taking down his sign because the store was full. To quote that very apt and familiar phrase of N. W. Ayer & Son, "Keeping everlastingly at it brings success." Keeping hitting the public with one's announcement not only brings but holds success, if properly conducted. It takes nerve to advertise successfully, and in order to do it judiciously a pilot or one who understands the business is necessary. A man might just as well strike out to swim alone his first time in the water as to personally conduct his advertising without previous experience. Either get an advertising man or place your business through an agent.

As bicycle riders are found among all classes of people, bicycle advertisements must be directed in such a way as to appeal to all. I beg to differ with a statement of Chas. Austin Bates, made in the June 19th issue of PRINTERS' INK, to the effect that the bulk of the bicycles were sold among new trade, and that, therefore, the advertising should be on the pleasure and healthfulness of cycling. The first part of the statement is all right. The majority of the bicycles, as Mr. Bates intimates, are sold to people who never owned a bicycle and know little about them. In order to reach this class it is not necessary, however, to dwell in your advertisements on the healthfulness of the sport. This was necessary four, five, or even two years ago, but to-day this missionary work is done, and well done, by the columns of matter pertaining to the wheel which appear in the news items of the press throughout the country, and the recommendation of present riders of bicycles.

The persons whom bicycle makers wish to reach, and to whom their advertisements should cater, are those who have already made up their minds to purchase bicycles. This class is sufficiently large to keep the manufacturers busy. The question with the buyers of nine-tenths of the bicycles is not "Is bicycling healthful?" or "Shall I ride a bicycle?" but "Which bicycle shall I ride?" "Which bicycle is best?" and it behoves the wide-awake advertiser to keep hammering on the distinctive merits and points of excellence of his particular wheel. The results will be in greater proportion than if his announcements were directed to the people who never thought of riding the flying wheel.

In advertising Stearns Bicycles I have followed this line, emphasizing the fact that the Stearns is the fastest, easiest-running and best built bicycle, and giving the reasons therefor. Have also attempted to make the advertisements striking in appearance, using with good effect an original border reproduced in PRINTERS' INK a few weeks ago. It pays to make the public see one's advertisement. They are not looking for your announcement, and although a white-livered, ordinary advertisement may accidentally be seen, the chances are that it will not.

The aim of all advertising is to so word and display the announcement

that it will be seen, read and followed by the greatest number of people. Results tell, and the only way to judge of the merits of an advertisement is by knowing its business-bringing qualities. The public has made up its mind to ride the wheel, and will purchase only that bicycle which it deems best.

#### HEAD-LINES AND CATCH-LINES

It is the theory and practice of many experienced and successful advertisers that head-lines and catch-lines should always contain something about the subject of the ad itself—should set forth a fact, or a pertinent point. They do not believe in catch-lines designed merely to attract attention and compel the mind of the reader to absorb some of the ad whether he wants to or not—by withholding the name of the advertised article, by giving no display hint of its character, merely exciting curiosity without gratifying it until the ad is read—which is the object of the ad designer, obviously.

I need not quote cases to prove my point. Every one who reads the magazines and newspapers and ever casts his eye on out-of-door displays knows that Hood's, Ayers' and Dana's sarsaparilla, Pears', Ivory and all the rest of the successful soaps, Columbia, Sterling, Victor, Warwick, Dauntless, Cleveland and all the other swift-selling cycles, Mellin's, Ridge's and the rest of the well-advertised baby foods, Cottolene, Gold Dust Powder, Pearline, Soapine, Sapolio, the DeLong Hook and Eye, Cuticura Remedies, and a limitless list of other articles that every one knows all about because they have seen their names and their virtues so often paraded, all have the name of the advertised article and the point of the ad made more or less apparent at the very first glance.

ADDISON ARCHER.

#### THREE THINGS NEEDED.

"Good wine needs no bush"; 'twas a saying wise

When our grandfaires' sires were youthful;  
But try to work it in times like these  
And you'll find that it isn't truthful.

Your wine may be good—yes, the very best—  
But little good will it do you  
Unless you adopt the modern plan  
For bringing customers to you.

Good wine and good bush; you need them both;

But, for all your supervising,  
Your wine won't sell if you trust to its worth  
And neglect the advertising.

## IS EXCURSION ADVERTISING NEGLECTED?

*By John Irving Romer.*

It is wonderful how the advertising of gay summer resorts is neglected. Coney Island and Glen Island, New York, are radically different resorts, and a person who liked one would detest the other. Yet the newspaper ads give no inkling as to the peculiar advantages of each.—*PRINTERS' INK, June 12.*

If the writer of the above paragraph had to foot the advertising bills of the "day summer resorts," in the neighborhood of New York, he might not be so sure that this style of advertising is being neglected. Every advertiser must keep his expenditure in proportion to his possible returns. The manufacturer who has an article which he can produce in an unlimited measure may be justified in advertising to an unlimited extent. But the dry goods merchant who has a stock of gloves on which the profits would be only \$100 if the entire stock were sold, would certainly not be justified in expending \$200 in advertising. It is so with the advertising of local pleasure resorts.

This advertising is for the most part put out by transportation companies—railroads or steamboats, as the case may be. The question is, are they spending as much money in advertising as the most aggressive business management would be justified in doing and if so, can the matter itself be improved upon?

If our critical friend will look over the rates for excursion advertising in some of the New York papers, he will find that they run like this:

PER LINE.

*Herald*, 25 (double for display); *Sun*, 25; *World*, 30 daily, 35 Sunday (double for display); *Tribune*, 20; *Times*, 25; *Recorder*, 15 daily, Sunday 20; *Press*, 25; *Telegram*, 15; *Evening Sun*, 30; *Evening World*, 30; *Commercial Advertiser*, 10; *Mail and Express*, 10; *Evening Post*, 30 (double for display); *Morning Journal*, 25. Total, without allowing any extra for display, \$3.15 per line per insertion.

If the advertiser is not inclined to "neglect his opportunities," he will probably also want to use the German papers (for the Germans are great excursionists) and the dailies of Brooklyn and other near-by cities.

Then, too, a certain amount must be appropriated for poster advertising. The bill-board men do not work for nothing, and to reach the millions of

passengers on the elevated railroads will require still further expenditure like this: For a poster on the New York Elevated, \$115 per week; on the Kings County Elevated, \$90 per month, and on the Brooklyn Union, \$40 per week. This is without taking into account the surface roads, whose solicitors are close on the trail of the intending advertiser.

This is the field over which the excursion resort man has to expend his energies, and it is manifest that he will have to keep a close watch on his outgo to avoid getting beyond his depth. If lavish announcements are made in any one medium the amount appropriated for the others will have to be curtailed. Let us see just what use the excursion people are making of their opportunities. From this morning's papers I clip the following advertisement:

## ..MANHATTAN BEACH..

*Swept by Ocean Breezes.*

## AMUSEMENT SEASON

*Opens Saturday, June 15.*

### SOUSA'S CONCERT BAND,

*Interpreting the latest and brightest music.*

*Every afternoon and evening.*

### RICE'S BARNET & PFLUEGER'S 1492.

*Burlesques in*

*Up-to-Date*

*In the New Theater. Every evening except*

*Sunday.*

### PAIN'S FIREWORKS

*and Grand Pyro-Spectacle, delineating the war between Japan and China. Every evening except Sunday and Monday.*

### RICE'S CIRCUS CARNIVAL.

*Famous riders and acrobats, wonderful performing animals. Every afternoon and evening except Sunday.*

### NEW GRAND BICYCLE TRACK,

*Opening June 15 with Meet of League of Wheelmen, and daily thereafter exhibitions of speed contests.*

#### AMUSEMENT TIME TABLE.

2.30 to 3.30 P. M.	Circus Carnival.
3.30 to 5 P. M.	Sousa's Concert.
7.15 to 8.45 P. M.	Sousa's Concert
8.15 to 8.50 P. M.	Pain's Fireworks.
9 to 10 P. M.	Circus Carnival.
9 to 11 P. M.	Rice's Burlesques.
Special announcement...Bicycle Races.	

#### SUNDAYS ONLY.

3.30 to 5 P. M., 7.30 to 9.30 P. M.

### SOUSA'S GRAND CONCERTS.

*Reserved Seats and Boxes for Sousa's Concerts, Rice's Burlesques, Pain's Fireworks, and Carnival Circus may be secured up to 6.00 P. M. at Tyson's Ticket Offices, all hotels. Special trains leave the beach after all performances.*

*See excursion column for R. R. time table.*

This occupied the space of eighty-five lines. I read it all through be-

fore having seen PRINTERS' INK's criticism, and it impressed me as being a particularly attractive announcement. The advertising of Manhattan Beach is done by the Long Island Railroad, under the supervision of an expert advertising man.

One of his ideas for this year's campaign was a lithograph, representing Manhattan Beach in detail, in the most alluring colors, but without any lettering except the name down in one corner. The purpose is to arouse in the minds of the sweltering city man an overwhelming desire to seek this cool-looking, delightful resort, "swept by ocean breezes," which, by the way, is one of the best catch-phrases I remember having seen. This road takes choice space in the best mediums for its posters—for example, we find it using two station boards on the Fulton street (Brooklyn) elevated and two panels in each car.

The Glen Island resort does not seem to be so badly advertised either, when we come to analyze its efforts. Take the back page of the *Sun* any day and what is the most conspicuous announcement you find there? Is it not the big black ball with the words "Glen Island" in relief? Read the accompanying matter and you will find that it is all calculated to attract the right class of patrons from the heading, "The World's Pleasure Grounds," down to the "Klein Deutschland" at the bottom.

Rockaway Beach is advertised by the Knickerbocker Steamboat Co., through the Desmond Dunne Co., and as soon as the daily trips are begun the following suggestive and conspicuous heading will be used in the newspaper advertisements :



Earlier in the season catch heads were used, of which the following is a specimen :

#### A WHIFF OF SALTY AIR

will do you and your family good. Take them all off on Decoration Day for a trip to **ROCKAWAY BEACH, STEAMER GEN. SLOCUM** makes two trips May 30, as follows:

The critic, whose remarks have drawn forth this screed, seems to think that the newspaper advertisement ought to give some inkling as to whether the resort is one for aristocrats or for the *hoi polloi*. Probably for West Brighton he would recommend some heading, *a la Chimmie Fadden*:

#### WOT T'ELL!

*In youse blokies gawn down to Coney Sunday?*  
*Naw?*  
*Den youse is dead slow! See?*

And for the more select resorts the classical and elegant diction of an Emerson or a Macaulay would be chosen. However, it is likely that nearly everybody who patronizes excursion resorts in the neighborhood of New York understands their character, and if occasionally a mistake is made the transportation company is so much ahead of the game.

On the whole, it seems to me that the average excursion resort is very much alive to its opportunities and is advertising in as large a way as the field justifies.

THIS world is chock full of people with money to spend. The way to get their money and build up your business is to show them the value of the exchange. Advertising is the only practical way of showing them.

#### THEY BORE FOR OIL.



Grubly—Don't these big ads in the Sunday papers bore you?

Huby—Yes, they do bore me—and they strike oil, too, if my wife sees 'em.

## WITH BRITISH ADVERTISERS.

*By Henry Cowen.*

The past few weeks have witnessed the advent into the advertising arena of many new seekers after publicity, and it is pleasing to note that, although the firms are alluded to as "new," they are old established, and the inference is that the exigencies of the times have demanded that they, through the customary channels, inform the public they are still in existence.

\* \* \* \* \*

The medicines possessing virtues especially valuable during the warm weather are being written up in an unusually spirited manner, and it is a noteworthy fact that such announcements are, this year, shorn of the exaggerated statements which are believed to have been attributed to the remedies in the past. The reason for this is, perhaps, that many editors are anxious to keep their columns clear of all ads not in keeping with the truth; it is, perhaps, as well to say that the majority of the proprietors of these goods are as solicitous on the same point, as every day adds to the recognized axiom that to be permanently successful an advertised article must have the merits claimed for it.

A new method, at least for this country, is being introduced by Beecham, the pill man, to make the readers take an interest in his ads. He gives an illustration in some of the higher priced media, and offers a monetary prize for the best libretto, introducing the words "Beecham's Pills," in explanation of the picture. The number of replies shows that the advertisements are attracting an enormous amount of attention and if the sales of his wares are in proportion to this, the results must be highly gratifying.

\* \* \* \* \*

It has oft been said that competition is the soul of business, and it may likewise with truth be said that it is the creator of business also, as it is leading even what were once obscure trades to seek the light by announcing the nature of their avocations in the daily press. Time was when one individual held the monopoly of certain trades, and he could then boast that he was doing all the business he could; but when the monopoly is broken it makes a stir, and the rush to get on top naturally makes money circulate.

A new feature has developed in advertising, which had its origin during the severe frosts of the past winter, when plumbers took to giving the addresses of their employees in the daily papers, so that those whose pipes burst during the night, or other untimely season, could select the nearest, and thus save damage. This plan has been followed by undertakers, carpenters and so on, and apart from increasing the business of the advertisers, it must be a boon to the public, as emergencies are continually arising, requiring immediate attention.

While on the subject of undertakers, I may be permitted to mention a new departure in this business. Most firms in this trade over here are also cab owners, and one enterprising firm always emphasizes, in their announcements, that any person wishing to take an order to their place of business can hail one of their cabs, and be conveyed thither free of charge. Although a small matter, this has had the effect of increasing their volume of business immensely.

I am afraid I have struck a rather gruesome vein, but shall terminate the subject by subjoining an ad, which although a little latent, is nevertheless a good hit:

**WRECK OF THE ELBE,**  
*and Loss of 335 Lives.*

**THE ONLY LADY SURVIVOR**

(Miss Anna Bocker) was wearing at the time of the catastrophe a Costume made from **The John Noble Cheviot Serge**, at 7-6 the Dress Length, and though immersed in the sea water for fully five hours, *the dress looks none the worse for it, and has not shrank in the least.* This Dress is now being exhibited in the Costume Show Room of The Warehouse, 11, Piccadilly, Manchester.

\* \* \* \* \*

It is surprising to find that some of the prominent journals have just discovered that a good living is to be made out of writing advertisements; more than one has lately referred to it as a "new branch of literature, in the United States." They evidently don't know that many are engaged in the art nearer their own doors.

**A WISE HEN.**

Do shut up your noisy head!  
The mistress to a pullet said.

"Caderk! Caderk!" the hen replies;  
"Pray tell me, madam, do, I beg,  
How you would know I'd lain an egg  
If I did not advertise?"

## QUEER SIGNS IN JAPAN.

*By Will M. Clemens.*

The native shopkeeper and small merchant in Japan follows the traditions of his ancestors and conforms with rules of business strangely different from those of any other country. He never makes a reduction in the price of an article when a quantity is ordered, but, on the contrary, demands a higher price. He declares that quantity signifies an increased demand, and that prices should naturally increase with demand.

The Japanese do not advertise, as a rule, and the queer native signs which confront the American and European tourist can neither be read nor understood. The sign of the average shopkeeper at once deceives the foreigners, as, for instance, a pair of huge square spectacles, filled with gold leaf, is not the sign of an oculist or spectacle maker, but that of a gold-beater or working jeweler. Druggists do not display a mortar and pestle, but simply an enormous bag, an imitation of the small ones they use for infusing their medicines. Tobacconists hang out a sort of snuff-colored banner, bearing Chinese characters, setting forth their name and perhaps their trade-mark. They never indulge in wooden images of Indian chiefs or ponderous Dutchmen. Indeed, so far as the American Indian is concerned, the Japanese and Chinese regard him as an impostor when he poses as the discoverer of tobacco. They claim that they themselves were the original discoverers.

The Japanese saloon keepers, or rather, the dealers in rice whisky or *sake*, advertise their business by exhibiting a painting of Fujiyana, the sacred mountain. What possible relation there is between a mountain and rice whisky the unsophisticated Western mind cannot easily discover, unless it is intended to convey the information that, as Fujiyana is unsurpassed among mountains, so is sweet *sake* among liquors. Hatmakers hang before their shops a long string of hats which look like a row of gigantic mushrooms dangling in the wind. Hat dealers also sell straw sandals, or wooden clogs with plaited grass soles, and all similar articles, for the shoemaker and the hatter are usually one and the same individual.

The grocer hangs out two tin fishes, painted red, and fastened together at

the gills with straws, while the kite makers utilize the cuttlefish as an advertisement of their business. Florists plant a slender willow tree at a corner of their houses as a sign that they sell cut flowers. Lacquer shops may be known by the sign of a chipbox like those in which the lacquer comes packed. The hair-workers have a very singular sign; it consists of an octagonal box with a fringe of hair suspended from it, which makes it look as if some one had tried to put a wig in the box, but neglected to tuck it all in.

The dealers in cosmetics, who sell that metallic red the Japanese women spread so thickly on their upper lip that the green luster frequently shows, are recognized by the small red flag hanging over the entrance. Houses where "soba," or buckwheat macaroni, is for sale have a paper lantern in front, bearing the name of the house. Merchants who sell sushi—the little roll of rice and fish of which the Japanese are so fond—put out a little banner with the name of the restaurant and some of the other articles of food they are prepared to place before customers.

In Tokio a few of the shop-keepers are beginning to translate their signs into English with disastrous effect. One shop near Ginza, the Broadway of Tokio, bears the following legend: "The honorable meet to sail her." A substantial-looking building on the Ginza itself recently attracted attention, for in front of it hung a great white sign with black letters, and on it were the mysterious words: "The Before Station." This was in reality an express office or forwarding station.

Not long ago a tea merchant of Tokio grew so ambitious as to make an announcement of his business in a local newspaper as follows:

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THE PRICE IS CHEAP. THE GAIN  
TO THE CONSUMER.

The black tea that I sold is only manufactured by the rich crop taken from the garden named Shofuyen. At present the demand on this tea gradually increases by its superiority, which overtakes even the Chinese. This tea is so genuine that the consumer if once in taste could never forget its sweetness and fragrance. As to the convenience of the consumer, the demand, if ordered by the post, the commodity is to be send directly from hand to hand. Sold by J. NAKAMURA, to Unemecho, Tokyo, Japan.

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If your rivals in business will advertise,  
How can you afford to do otherwise?



Because it is bought and read by  
people who can afford to buy your  
goods, and who know a good thing  
when they see it, is reason enough  
for any man to advertise in

# The SUN

New York



PAPERS THAT PLEASE, PAY.

# Womankind

For August will be a  
"Harvest Number."

It will be a time of "bringing in the sheaves" for advertisers. It will reach more than 60,000 families of the prosperous middle classes, who will be thinking about their fall purchases. They read WOMANKIND throughout, because it pleases them. That's why it will pay you. Can't we send you an estimate? Our rates are right. Forms close July 15.

**THE HOSTERMAN PUB. CO., Springfield, Ohio.**

*We will be glad to send you a copy  
of the July issue—just to show you.*

PAPERS THAT PLEASE, PAY.

# Harvest Time

The reapers are at work; about the first of August farmers will sell their wheat and will have money—if not to burn, at least to spend, and that's more to the purpose. They will spend some of it with you for the asking—if you have what a farmer or his family wants—and he wants lots of things. Let

It's a  
Great Paper.

# Farm News

tell him about what you have. FARM NEWS goes into 165,000 families every month—good, prosperous farmers' families, whose trade is worth having. If you will examine a copy of FARM NEWS through a farmer's eyes, you will understand why the paper pleases and pays. Rates, single insertion, 80c. per agate line, with discounts for time and space. We can take good care of your ad. Forms close July 20.

**...FARM NEWS...**

**THE HOSTERMAN PUB. CO., Springfield, Ohio.**



# It's Simply Surprising

That's what advertisers say who use the columns of the REPUBLICAN, because answers seem to come from every point in the West.

....The....

# Denver Republican

has a larger circulation—counted by copies sold  
—than any other paper in the West outside of  
St. Louis or Cincinnati. \* \* \* \* \*

but that is not all—each copy is read and re-read by every member of the family. It is borrowed by neighbors—mailed to friends, preserved for reference—it holds a place in the hearts of its readers that few if any papers can boast of. No wonder, then, that results are surprising to advertisers. The plain figures are:

<b>Daily,</b>	<b>21,000</b>
<b>Sunday,</b>	<b>30,000</b>

(Both guaranteed under a \$100 forfeit.)

---

**S. C. BECKWITH,**  
Sole Agent Foreign Advertising.

THE ROOKERY, CHICAGO.

TRIBUNE BUILDING, NEW YORK.

$\frac{1}{10}$  *of a  
second*

*is a mighty short space of time.*



## *The Philadelphia Item*

has a reader for every tenth of a second of every 24 hours of the year. They read more carefully and thoroughly than the readers of any other paper of any big city.  
Scores of testimonials to its efficiency as an advertising medium.

---

S. C. BECKWITH,

SOLE AGENT FOREIGN ADVERTISING,

Tribune Building, New York.

The Rookery, Chicago.

# To Advertise, or Not to Advertise.

— Aye, There's the Rub.

And to advertise, is it better to bury your announcements in mediums that circulate where the weeping winds moan sorrowfully over marbled forms or in . . . .

A  
Live  
Paper  
For  
Live  
People.

The  
Chicago  
Dispatch

is patronized by Live Advertisers and its announcements bring Prompt and Remunerative Returns.

It is read by the masses.

...THE...

**Chicago Dispatch**

By Joseph R. Dunlop.

115-117 Fifth Ave., Chicago.

The success of THE DISPATCH in the Chicago newspaper field is phenomenal. Although but two years old it leads in circulation and advertising patronage the oldest established evening papers of Chicago.—*Aurora (Ill.) News.*

**C**omparisons  
are odious —

**.. but ..**

just look at the interior appearance  
of the

**Street Cars**

in which we control the

**Advertising**

and then look at others.

---

**Carleton & Kissam,**

**50 Bromfield Street, Boston.**

**Postal Telegraph Bldg., New York.**

## A CRITICISM.

PERCY, N. H., June 26, 1895.

## Editor of PRINTERS' INK:

In your issue of June 26 one Lewis Garrison tells of a whisky distiller: That he started in business one year ago; he had ample funds; he did make the best brand on the market. In due season he started six salesmen on the road; all were experienced salesmen; they were well known to wholesalers; no better set could have been procured; they were plenteously supplied with samples of the new whisky; the wholesale men sipped these samples with satisfaction, but could not use any of the stock.

The distiller considered paying out money for advertising a waste of funds.

When six months had passed this distiller, who had ample funds at the beginning of that period, and made the best whisky on the market, had already been out of business three months, and even before that the salesmen failed to receive salary, although at the beginning, three months before, the distiller "had a large sum back of the concern." The salesmen all walked in together one day, and found the distiller surrounded by collectors, etc. He had failed. All this had come about in three months, and presumably because the distiller did not advertise.

I see that the price of your Journal for Advertisers is to be increased to \$5 a year after next January, and that it is to be vastly improved. Will you permit me to suggest that one great step can be made by excluding such communications as this of Mr. Garrison. The whole thing bears plainly upon its face evidence that there is not a whit of truth in the story, and that the writer has neither knowledge or judgment concerning the subject of his composition.

## A STUDENT OF ADVERTISING.

Office of  
"SOUTHWESTERN PRESBYTERIAN,"  
NEW ORLEANS.  
Eight Pages Weekly.  
\$2 Per Year, in Advance.  
Editor, Publisher,  
R. Q. MALLARD, D.D. E. S. UPTON.  
JUNE 17, 1895.

## Editor of PRINTERS' INK:

A reputable firm—large advertisers—a house of unquestioned integrity, have been running an advertisement, size of three inches, for many years past in our paper. Lately they wrote, desiring to change the manner of space to the minimum of 2,000 lines per year. I held that there was little difference, only 80 lines a year, at best; counting 40 lines to 3 inches would give 2,080 lines in a year. They maintain that 14 lines agate make an inch, and so 42 lines is three inches, or 2,184 in a year.

I would like to know how you look at this matter. Note that the old contract was for 3 inches, not for 42 lines of agate, a year. Of course we call 14 lines agate an inch, but if we take 3 inches, it is impossible to get 42 lines in 3-inch space, and in changing to a specified number of lines in a year, is it just to the paper to make 42 lines take the place of 3 inches?

Yours truly,

E. S. UPTON.

If you give a customer who uses one inch fourteen lines of agate, why should you not be as liberal with the customer who uses three inches?—ED. P. I.

## SIGNS AND WONDERS.

LOUISVILLE, Ky., June 8, 1895.

## Editor of PRINTERS' INK:

In the show-window of a house and sign painter, in this city, hangs a banner with the following painted thereon:

WE ARE NOT  
SUPERSTITIOUS,  
BUT WE DO  
BELIEVE IN  
SIGNS.

In the western part of the city, painted on the side of a house, this legend is visible:

ICE CREAM,  
MILK SHAKE  
AND SEWING MACHINES REPAIRED.

Yours truly, RUFUS PUTNAM.

## A CURIOSITY.

## Editor of PRINTERS' INK:

I clip this from a newspaper. Is it worthy



LITTLE GRESH DOWN TO PRAY BEHIND HIS FOLDING BED.  
And said that night when they went to his bed,

THE FOLDING BED AT LITTLE GRESH.



He's with the angels now, "all right," smiling giddily free!

I've in the night it folded tight and banished little Gresh.

MARY SISTER SANDWICH CHASER.

G. S. MONEY MERCANTILE CO., Sole Distributors.

of a place amongst your curiosities?

D. H.

## ADS IN STREET CARS.

PHILADELPHIA, June 24, 1895.

## Editor of PRINTERS' INK:

It strikes me that a card displayed in a street car of the summer variety, with seats running laterally and ads running longitudinally, has not the same advertising value as where the seats and ads run in the same direction. In the latter case the attention is compelled; in the former it is hardly attracted. The passenger looks out at the side of the car or directly in front, while the ads, having no one to stare at them, stare at each other over the passengers' heads. Observe for yourself. Very truly yours,

H. K. FORT.

## FROM ALL OVER THE WORLD.

INDUSTRIAL PUBLISHING CO.,  
OWENSBORO, KY., JUNE 11, 1895.*Editor of PRINTERS' INK:*

It would surprise even you to see the numerous answers we get from all over the world to our little ad in PRINTERS' INK, and the many bargains the "Little Schoolmaster" brings us. Yours, very truly,

INDUSTRIAL PUBLISHING CO.



## TESTIMONIAL ADVERTISING.

*By Speedland.*

Has testimonial advertising any value left? Very little, and then it depends on whom the testimonial is from.

Dr. Oliver Wendell Holmes said: "Quackery has two crutches on which it hobbles along. One is the gossip of old women, the other the testimonials of clergymen."

Most of the old advertisers are beginning to discard testimonials, and the majority of the rest are eyeing them as things of doubtful value. So experienced and capable an advertiser as Mr. Whitman, who has charge of the publicity department of Dr. Cope-land's system, said to the writer: "Testimonials are played out, overdone, and we shall all have to adopt something else. The only trouble is, advertisers are like sheep—where one leads the rest follow."

These endorsements of a remedy are of negative value, and there are many objections to their use. First, they take up so much space, they say too little in so much, and they are all alike.

Then, they are now recognized as evidences of egoism on the parts of the senders, and, unkindest cut of all, every medicine, good, bad and indifferent, has them. It seems just as easy to get testimonials for colored water as for a first-class remedy. The man who puts out some new panacea—never heard of till advertised—publishes and possesses just as many testimonials from obscurities and nonentities as a medicine that has been well known for years. Hence all of these parade in an atmosphere of incredulity, and who reads them?

Testimonials are overdone, unquestionably so. But there is one kind that yet has force and value, and only one kind. That is the endorsement of some proprietary article from a renowned or widely-known person—and these are absurdly easy to get.

A friend of the writer spent two days recently in writing testimonials for a new remedy with which the public was to be favored, and then conceived the idea of getting well-known signatures as to its efficacy and power.

He tried a well-known actress, a prominent politician and a celebrated divine. By presenting each of these with a few bottles of the preparation, combined with a little judicious flattery, he secured autographic certificates, which were made the most of.

There is no toilet preparation which, if attractively put up, cannot be used to excellent effect with the ladies of the stage. A present of a generous quantity and the promise that the testatrix shall be well and discreetly advertised fetches a signed eulogy every time. Something for nothing and self-aggrandizement is the secret of the thing—human nature. My friend is glad to procure these testimonials, and will hesitate at no one, provided a suitable *quid pro quo* is offered.

If an advertiser will use testimonials there are two methods by which they can be utilized to more or less advantage. I refer now to the ordinary testimonials from Mrs. Jared

Diggs, Skookumville, Wis., and Ezekiel Ephraim Grease, Tiredton, Ind. Ter.

One method is the time-worn one of catalogues and circulars where the endorsements gain something by their vast number. Besides they can be classified into cures of rheumatism, kidney troubles, weak eye, etc., so that the sufferer from any of these troubles can interest himself in his particular classification.

The second method, and by far the best, is the systematic one. It has been worked in one or two cities and with unvarying success. In New York the modus operandi was this: The ministers of the churches were all visited and six bottles of the medicine—a nerve tonic—were left at each house, with the compliments of the manufacturer. A short note, stating that the medicine was especially good for brain-workers, was left with the medicine. Six weeks or so later a man with the requisite tact was sent to call on each minister. He inquired if the divine had taken the medicine and then asked how much benefit had been derived. Upon leaving the house he wrote down the minister's name and address and what he had said.

When all had been visited, full-page spaces were taken in the New York dailies, and all the testimonials published. The unique spectacle was thus afforded of the entire church of New York City, Episcopalian, Baptist, Catholic, etc., endorsing this particular medicine, and it created a big boom.

The same scheme was worked in Washington among the politicians with equal success.

The ridicule of the comic papers and the dailies also is being launched against this form of advertising, and this not only kills the testimonials, but has a tendency to hurt the article-endorsed.

Those who do not agree with me entirely will, at all events, concede that the slip-shod, ridiculous and valueless testimonials so often published not only waste good space, but hurt the advertiser.



## OFFICIAL SLOVENLINESS.

From many widely separated localities we note protests and criticisms against the manner in which official printing is done by States and cities. Most printers and publishers will agree that public printing and advertising is managed in a slovenly and extravagant manner, from the national work at Washington to the official announcements of the smallest towns. Public advertising is usually devised rather to obscure than give publicity to the fact dealt with, and public printing is usually the least tasteful and artistic of any done in towns and cities. Newspapers can do great deal to free this public printing question from the discredit that now rests upon it, by exposing the bad methods that now control it and protesting against it as a matter of utility, good taste and the proper use of public money, and by declining to become the organs of political factions in consideration for receiving a lot of legal advertising to do at half or quarter rates.—*Newspaperdom*.

## THE LATEST.

Wanted, with a view to matrimony, a young lady to match a bonnet trimmed with green, which I won the other day in a raffle for charitable purposes. Must have means of her own. Please address under the heading: Lebensglück (life's happiness) to the office of this paper. Lady cyclist preferred.—*Fußendorfer Anzeiger*.

## QUALITY VS. QUANTITY.

Not quite two years ago I had occasion to insert an ad in every farm paper in the United States published between the Rocky Mountains and the Atlantic Ocean. I began by writing to each one and giving them the usual sweet stuff about intending to do my advertising direct, and asking them to name their lowest terms. A respectable number replied that their terms for direct ads were card rates, but a surprisingly large number made concessions from card rates, and by the time I was ready to consult an agent I had a store of information that was of considerable value to me. The manufacturer for whom I was managing this business gave me the fullest liberty of action, and only asked that I place the business to the best advantage. I made two lists of papers before I began on the agencies. One was of the papers which held to rates and the other was of those which had offered inducements for the business direct. When the agent came to do his figuring I took the first list and went over it with him, getting a rate for each paper separately as we went. Then I took the other list and followed the same plan, and the funny part of it was that in a majority of cases it seemed that the agent had also a "flat" rate of some kind that gave him a chance to cut card rates considerably below the amount that he would have been able to if only the ordinary commission were allowed him. In one case the card rate was \$51 and I got a private rate direct for \$31, and the agent took it at \$26. By the time I was through making that estimate I had fully convinced myself that most of papers have several rates and the lowest one is pretty hard to find.

After the contract was made and the business was started I kept a strict account of every reply received from that ad for eight months, and it is a fact—whether a remarkable one or not—that the papers which held closely to rates paid better than those with flexible rates.

The papers of known circulation, and by known circulation I mean those guaranteed by Rowell's Directory, invariably paid better than those about which there is some doubt. This system of checking results showed me that no one can determine just what territory is covered by any given paper, for frequently I got inquiries from parts of the country remotest from the place where the paper was published. With three exceptions it was not the papers of the largest circulations that paid best. These three exceptions were good in quality as well as quantity, and in the other cases the paper which was edited carefully and filled with matter pertinent to the time and territory in which most largely circulated was the one that paid best. The paper filled with original matter paid better than the one partly plate or mostly clippings. In other words, quality was a more important factor than quantity of papers published, cost considered.

A year ago I placed the same business for the same term, but cut the list by dropping every paper from which less than twenty replies had been received, and all that were left of the original list was just forty-eight papers. I forgot the number used the first year, but it was about 130, I think. When I went over the list and culled it out and asked the agent, who placed the business, for an estimate, his figures were 75 per cent of the cost the year before. I had cut off more than two-thirds of the papers and reduced the cost of the advertising about 25 per cent.

From these two years' experience I have concluded that papers of large known circulation pay better than those of smaller circulation at the same pro rata rate; that well-edited papers pay better than the sort commonly known as "fake" papers, which are carelessly gotten up; that papers that publish reading matter of interest to their clients have their ads read more thoroughly than those that use plate or clippings.

I also learned that an advertising manager has abundant use for the advertising agent.

MILLER PURVIS.

## "PERSONAL PUBLICITY."

"I have come to the conclusion," said an advertising agent, "that 'personal publicity,' or to speak plainly, respectable notoriety, pays. I remember its advantage in the case of a brother special of mine, who used to contribute interesting articles to the advertising journals, by which he became very well known to advertisers. I had attempted to call upon an advertiser who was most difficult to approach. He sat in the extreme rear of his establishment, and was guarded by a young sentinel. He sent word back that he did not approve of the publication I represented for his business.

"I related the incident to my brother special, and he essayed to make an attempt on my behalf. He repaired to the establishment of him of the obdurate heart, and announced his name. "Is that you, Mr. S—? Come in! Glad to see you!" said the advertiser. The old man had often heard of him as one whose opinion was of some weight among advertisers; and when he proposed advertising in the publication I represented, he assented, in deference to the other's judgment.

"My friend's 'personal publicity' had paved the way for his success.

Mr. Oliver Sumner Teall has a very saving sense of the value of personal publicity. Mr. Teall's latest achievement was to have the N. Y. *World* detail a reporter to watch him for one day from the time he rose from his couch to the moment when he pressed it again, and describe in detail every minute happening of the day. The *World* published the story as a great feature, and the popular "Ollie" had secured the biggest slice of "personal publicity" of his life.

Oscar Wilde, before his downfall, also had a very accurate idea of the benefit accruing from being extensively advertised. No doubt many of the idiosyncrasies of the now discarded sybarite were merely the expressions of an intense desire for newspaper notoriety.

The new papers foster this desire for "personal publicity." How well we know Du Maurier's haunts and habits, for instance, or Coxey's, or Harrison's, or McKinley's. And the effective part of these advertisements, so to speak, is that they are so very interesting that we read them eagerly.

O. H.

## IT PAYS.

My friend, be wise  
And advertise  
Your business without ceasing;  
In your progress  
You'll find success,  
With shekels fast increasing.

## A WASTE OF MONEY.

Many printers have been taught to believe, and practice the belief to the detriment of their pockets, that enterprise in printing consists in buying all the new or attractive series of type-faces which appear. This is a mistake. Type is the most expensive and unprofitable and least durable part of a printer's outfit, and, consequently, prudence is necessary in its purchase. Do not buy type unless you absolutely need it, and, when bought, use it with care and economy. Restraine your longing for type which will not look well after you have printed two or three jobs with it, such as many of the "rimmed" and "shaded" faces. Do not buy type of a merely pretty character, which you and your compositor will tire of in a few months. Avoid the over-elaborate combination borders as much as possible. Money spent on such is often wasted. Before purchasing a new series, consider: (1) whether you can do without it; (2) whether some letter you already have will not take its place with equal advantage to your work; (3) whether it will wear well, or will not become tiresome after the novelty wears off. The best printers—and those who are most lauded in trade journals are not necessarily the best—seldom buy type which is not of a useful character, will wear, and lend beauty (not prettiness) to any work it may be used on. Plain type with character is best to buy. Some printers run away with the idea that the chief merit of any job must be in the composition. Good paper, good ink and good press-work are equally as essential, and frequently more so.—London Press News.

He who shuns the public gaze  
Thinks advertising never pays.

## Classified Advertisements.

*Advertisements under this head, two lines or more without display, 25 cents a line. Must be handed in one week in advance.*

## WANTS.

## GOOD HOUSEKEEPING. Ads.

## GOOD HOUSEKEEPING. Ads.

WILL give \$5 for PRINTERS' INK for 1893.  
Write to P. O. Box 250, New York.

WANAMAKER style ad writer wants position.  
WM. TAYLOR, Wellington, Kansas.

OLD type metal and electrotypes purchased.  
Address J. CAWE, 41 Park Row, N. Y.

WISCONSIN AGRICULTURIST, Racine, Wis.  
Advertisements at 20 cents a line for 25,000 circulation, guaranteed.

WANTED—Foreman for weekly newspaper and job office. Address, with references, THE CITIZEN, Ilion, N. Y.

I INVITE you to send for my booklet if you want good printing and mean business. WM. JOHNSTON, Manager Printers' Ink Press, 16 Spruce St., New York.

MAN, with money and ability to start and own a newspaper, can secure complete plant, exclusive field privileges, much advertising and job work. HENRY DIXON, 336 East 56th St., New York. Worth investigating.

WANTED—A job printer, with \$2,500 or \$3,000, to take charge of composing room. Money secured by first mortgage on office. Or will sell a half interest. A fine opportunity to locate in California. "CLUB," care Printers' Ink.

If subject is furnished, accompanied by a request, the undersigned will write one or more sample ads, to demonstrate his fitness to conduct the advertising for some large mercantile establishment. Address F. S. HANFORD, District Attorney's Office, Rochester, N. Y.

PARTY with \$1,000 can buy 1-5 stock in paying daily and secure business management. 50 stockholders holding business men; 25,000 pop.; leading paper. Rent; salary \$30 and 2% per cent net profits. Must be a hustler. Paper booming. Address "L," care Printers' Ink.

JULY 18TH—Entries close for our \$100 prize novelty contest, advertised in liner ads of PRINTERS' INK May 15, 22, 29 and June 5. If you have some idea which can be used for advertising purposes, enter it at once. Awards will be made July 20th. Address "NOVELTY," C. W. Johnson & Co., Detroit, Mich.

I am a square peg, but I think I'm in a round hole. I will find the square hole by advertising for it. I can write ads in a catchy style. Have a retail business of my own, but believe that the advertising department of some big concern would be my proper place. Write, and I will tell you all about myself. "MDPHG," care Printers' Ink.

WANTED AGENTS—Exclusive territory. For publishers unequalled as a subscription list builder. Our leader now—a seller staple as flour—the new, up-to-date Reversible 4-foot Statistical Wall Map of U. S., and World reverse side. The only map showing as much in the world, likewise the best for general use ever published; so conceded by its publishers, the largest compilers and publishers of maps in the world. Sells itself. Retail, \$5.00; to publishers and agents, \$1.00. Particulars for stamp. In some instances will take advertising in part payment. Address CALLERS' REGISTER, 715 Pine St., St. Louis, Mo.

## PAPER.

M. PLUMMER & CO. furnish the paper for this magazine. We invite correspondence with reliable houses regarding paper of all kinds. 45 Beekman St., New York.

## MISCELLANEOUS.

## GOOD HOUSEKEEPING. Excellent.

## GOOD HOUSEKEEPING. Excellent.

"In her POST-INTELLIGENCER Seattle has one of the four great papers of the Pacific Coast."—Harper's Weekly.

WISCONSIN AGRICULTURIST, Racine, Wis. Only English agricultural paper printed in Wisconsin. Established 1877.

THE Buckeye Chalk Plate Co., 58 Frankfort St., Cleveland, Ohio, renews plates less than 60 per cent original cost. Write for circular.

## TO LET.

YANK, Boston. Space.

GOOD HOUSEKEEPING. Space.  
H. P. HUBBARD, Mgr., 38 Times Bldg., N. Y.

GOOD HOUSEKEEPING. Space.  
H. P. HUBBARD, Mgr., 38 Times Bldg., N. Y.

WE have for rent, at 10 Spruce St., two connecting offices, one large and one small. They are up only one flight of stairs and are well-lighted and the pleasantest offices in the building. Size of large room about 20x38; smaller, 10x15. If wanting such offices, please call and talk about price, etc. Will be fitted up to suit. Address GEO. F. ROWELL & CO.

## PRINTERS.

VAN BIBBER'S  
Printers' Rollers.

THE LOTUS PRESS, 140 W. 25 St., N. Y. (See ad under "Advertisement Constructors.")

PRINTERS—We make type, cases, stands and chase—everything that a printer needs—and our prices are the best. See us first. WALKER & BREESNAN, 301 to 305 William St., N. Y.

NO other printer has better facilities for turning out first-class work. No other printer knows better how to turn it out. I want a trial order from all readers of PRINTERS' INK who appreciate really good printing. I will satisfy you on price. Address WILLIAM JOHNSTON, Manager Printers' Ink Press, 16 Spruce St., N. Y.

PRESSWORK.

**I**F you have a long run of presswork it will pay you to consult us. Largest press-room in the city. Best of work. Most reasonable prices. FERRIS BROS., 334-339 Pearl St., N. Y.

ADDRESSES AND ADDRESSING.

**1,000 NAMES** and addresses. List just compiled, \$2.00. NORMAN, St. Paul, Minn.

**L**ETTERS bought, sold, rented, or exchanged. Valuable lines of fresh letters always in stock. Write for lists and prices. Debility letters a specialty. A. LEFFINGWELL COMPANY, 112-114 Dearborn St., Chicago, Ills.

ELECTROTYPE.

**ELECTROTyping.** How can we serve you? THOS. H. CROSLEY CO., 149 Leonard St., N. Y.

**P**AY \$1.50 and get our best half-tone portrait. All kinds of cuts at prices as surprising. Write us your wants. CHICAGO PHOTO ENGRAVING CO., 185 Madison St., Chicago.

**Y**OU may write your own ads, but one thing sure — you can't make your own cuts. Think of us; \$1.50 for best half-tone cut, prices like that and work the best. CHICAGO PHOTO ENGRAVING CO., 185 Madison St., Chicago.

BOOKS.

**O**LD books bought and sold. Send stamp for list. Address A. J. CRAWFORD, 312 North 7th St., St. Louis, Mo.

**DANGER SIGNALS**, a manual of practical hints for general advertisers. Price, by mail, 50 cents. Address PRINTERS' INK, 10 Spruce St., New York.

"**A FREAK IN FINANCE**," a reply to "Coin's Financial School," by J. F. Cargill. Illustrated by True Williams. Just published, and will meet with an extraordinary sale. Price 36 and 50 cents. To any address upon receipt of price and 4 cents postage. Agents wanted. Enclose stamp for terms and territory. Orders filled in rotation received. Address FRED L. MARTIN, general agent, Hotel Van Studdiford, St. Louis, Mo.

**A**MERICAN NEWSPAPER DIRECTORY for 1895 (issued June 1st). Described and reports the circulation of 20,395 newspapers and periodicals. Pays a reward of \$25 for every case where a publisher is not accorded a circulation rating in accordance with facts shown by his statement in detail if signed and dated, and \$100 reward to the first person who shows any such statement to have been untrue. Over 1,000 pages. Price, Five Dollars; \$1 extra for postage if forwarded by mail. Address GEO. P. ROWELL & CO., Publishers, No. 10 Spruce St., New York.

ADVERTISING NOVELTIES.

**M**AKE your own adv. signs. Stencils to order 50c. sq. ft. postp'd. SIGN CO., Wurtzboro, N.Y.

**G**RANDMA'S ROCKER places your advertisement before the family and keeps it there. Samples free. F. P. HARDEN, Box 1758, Boston.

**F**OR the purpose of inviting announcements of Advertising Novelties, likely to benefit reader as well as advertiser, 4 lines will be inserted under this head once for one dollar.

**A**LLADY'S book; beautiful, cheap; just right for premium or souvenir where women's trade is sought. Sample, with terms, free to any reputable concern. Postals ignored. THE CURRANT PUBLISHING CO., 1026 Filbert St., Phila.

**Q**UO premium novelties, useful as well as ornamental, reliable, first-class in every respect. Novelties in fact as well as name; to be had only of us. Our new State maps, 1896 edition, just out; wall map, new features, retail \$3, to publishers or agents \$1. Pocket size 50 cents; west pocket size 25 cents, indexed. A west pocket dictionary, "The New Webster," 25 cents, in handsome gold stamp, gold edges 50 cents; all indexed; a wonder; guaranteed as represented. Sample to your address on receipt of price or stamp for particulars. Address REGISTER CO., 715 Pine St., St. Louis, Mo. Our new solid gold Fountain Pen for one dollar is unexcelled by any on the market. Manufactured only by us.

MERCANTILE LAW.

**C**AVANAGH & THOMAS, Omaha, Nebraska. Collections of jobbers handled anywhere in Iowa or Nebraska with success; 2,000 of the leading Eastern jobbers examine our reports every week. Are recommended by all credit men as the best system of watching their trade. Write us reference, W. & J. Sloan, New York City.

ILLUSTRATORS AND ILLUSTRATIONS.

**S**Olid type talks in GOOD HOUSEKEEPING. Illustrated ads show excellent.

**S**Olid type talks in GOOD HOUSEKEEPING. Illustrated ads show excellent.

**Y**OUR AD is worthless if no one sees it. A clever sketch attracts. Combine the two. 10 striking sketches to fit your ads. \$5. R. L. WILLIAMS, L. & T. Bldg., Wash., D. C.

**H**ANDSOME illustrations and initials for magazines, weeklies and general printing, 5c. per inch. Sample pages of cuts free. AMERICAN ILLUSTRATING CO., Newark, N. J.

ADVERTISING AGENCIES.

**A**GENCIES know GOOD HOUSEKEEPING.

**A**GENCIES know GOOD HOUSEKEEPING.

**S**TANLEY DAY, New Market, N. J. ADVERTISER'S GUIDE, 25c. a year. Sample mailed free.

**A**NY responsible advertising agency will guarantee the circulation of the WISCONSIN AGRICULTURIST, Racine Wis., to be 25,000.

**I**f you wish to advertise anything anywhere at any time, write to the GEO. P. ROWELL ADVERTISING CO., 10 Spruce St., New York.

SUPPLIES.

**V**AN BIBBER'S Printers' Rollers.

**Z**INC for etching. BRUCE & COOK, 190 Water St., New York.

**B**ILLHEADS—4½x10M \$10. 5M \$8; 9½x8½ 10M \$12.50. ELECTRIC PRESS, Madison, Wis.

**N**EWSPAPER—Rolls or sheets. First quality. Write A. G. ELLIOT & CO., Philadelphia, Pa.

**R**EADY addressed wrappers in exchange for adv. space. TOWNSEND, 408 E. 23d St., Minneapolis, Minn.

**T**HIS PAPER is printed with ink manufactured by the W. D. WILSON PRINTING INK CO., Ltd., 10 Spruce St., New York. Special prices to cash buyers.

**W**E sell envelopes like Johnson sells printers' ink. 10,000 good XX 6½ H. C. White Envelopes printed with your card and delivered, f. o. b., for \$10, check with order. 10,000 circular envelopes for \$6.50. Satisfaction guaranteed. SHROYCK, Printer, Zanesville, O.

**E**NVELOPES, 10,000 XX white full gov. 6½. With your card printed on, for \$10 spot cash, or 6½ size for \$9.50, f. o. b. Milford. 10,000 finest quality blue-lined envelopes, \$11; half quantity at half price, plus 25c.; modern type, best work. WILCOX, the Printer, Milford, N. Y.

**10,000** 6-lb. Packet Heads, ruled, and 10,000 50-lb. White Envelopes, 6½, full government; both with your card printed on for \$20.00 spot cash, f. o. b. Holyoke. Send for samples. Larger quantities, lower rates. GRIFITI, AXTELL & CADY CO., Embossers and Printers, Holyoke, Mass.

ADVERTISEMENT CONSTRUCTORS.

**L**ITTLE ADS. CURRAN.

**A**DS SMITH. Baltimore. Washington.

**S**MITH has ideas. Baltimore. Washington.

**F**. McC. SMITH. Baltimore. Washington.

**F.** McC. SMITH. Baltimore. Washington.

**F.** McC. SMITH. Baltimore. Washington.

**FETCHY** ads. JAMES R. LONG, Wash., D. C., 1398 B St., S. W.

**SIX** retail ads, with cuts, \$5. R. L. CURRAN, 111 W. 34th St., N. Y.

**A**ds written in first-class style. J. B. WASSON, 270 W. 39th St., N. Y.

**I'M** an ad writer. Ads \$5 and 75¢. Try me. "W." care Printers' Ink.

**M**Y ads sell goods, so I'm told. CHAS. A. WOOLFOLK, 446 W. Main St., Louisville, Ky.

**WANT** to know me! 10¢ postage brings sample. W. C. STEWART, 411 Elm Ave., Phila.

**BUSINESS** literature interested? I assume all details of writing and printing. CLIFTON WADY, Somerville (Boston), Mass.

**THE** only writer of exclusively medical and drug advertising. Advice or samples free. ULYSSES G. MANNING, South Bend, Ind.

**NOW** is a good time to set me to work on that booklet you purpose putting out in the fall. JED SCARBORO, Box 63, Station W, Brooklyn, N. Y.

**IF** you're after ads that create a wholesome interest in your business, I'm anxious to prepare them for you. JED SCARBORO, Box 63, Station W, Brooklyn, N. Y.

**O**NE of my hobbies is short, unique paragraphs —I like to write them. Do you need a dozen or so to run as locals? JED SCARBORO, Box 63, Station W, Brooklyn, N. Y.

**A** SAFE rule to follow: No matter who does the writing of your ads, circulars or booklets, be sure to have WM. JOHNSTON, of Printers' Ink Press, do the printing.

**CONTRACTS** for 365 advertisements a year.  
31<sup>st</sup>      32<sup>nd</sup>      33<sup>rd</sup>  
"      52      "      "

E. L. SMITH, Codman Bldg., Boston, Mass.

**"A** DVERTISING FOR RETAILERS," 64 pages, \$5 cents. If you don't get a quarter's worth you may have your quarter back. CHAS. AUSTIN BATES, Vanderbilt Building, New York.

**"T**HE advertising you wrote for us three years ago is still doing good work," said a client to me the other day. Well, that's what it was for. WOLSTAN DIXEY, 56 World Bldg.

**N**O matter how well your ad may be written, it loses its effectiveness if not properly displayed. Send your copy to me to be put in type. I will add 100 per cent to its pulling powers. Address WILLIAM JOHNSTON, Manager Printers' Ink Press, 10 Spruce St., N. Y.

**G**REAT many people say our retail ad prices are high. We know they are not. Send us data and \$2.50 and we'll mail you one ad, any size you say (under 10 in., double column), specially written and designed for you. If you're not satisfied, return it and your money will come back to you. WILDER & CO., 601 Market St., San Francisco.

**D**OES the printed matter which you have been putting out pay? If it does not we are confident we can make it. Remember we do the whole business, writing and printing. If you mean business send for samples. Address WM. JOHNSTON, Manager Printers' Ink Press, 10 Spruce St., New York.

**I** WISH to hear from business men who want good advertising matter prepared. My work has always been liked, particularly for its downright earnestness and conciseness. I have been employed regularly by a large advertising concern, and have had experience in most lines of ad writing. I make reasonable charges. R. L. CURRAN, 111 W. 34th St., New York.

**I'**M especially fitted in brains, experience and printing facilities to cater to the needs of regular daily, bi-daily or weekly advertisers. For small ads, if written regularly, I charge \$1 each, and send a printed proof of each ad—this to insure a perfect and distinct type style—just what regular advertisers want to secure satisfactory results. Ask for booklet and samples. H. P. BROWN, Pasadena, N. J.

**P**ERSEVERANCE is a good thing. When I get a letter of inquiry and no business results at the time, the writer of the letter hears from me again after awhile, and later yet again. In fact, I keep at him persistently. In the end I often hear from him again. It is because I finally offer something he wants. People need not hesitate to write to me for fear of being bothered. The matter I send will be found handsomely executed and often interesting. I am careful to pay postage fully. Just now I am preparing a little book that will be about as pretty and dainty as any booklet about ad writing ever gotten out. People who write to me "just for fun" should inclose a stamp. R. L. CURRAN, 111 W. 34th St., N. Y.

**Y**OU must share your profits with some printer, whether you want to or not, and the size of your portion will depend on who your printer is. The cheapest way is apt to net you the smallest profit. It does not require any very great wisdom to reason this out logically. If the work is good it will probably bring very large returns; if it is not good it certainly won't. We don't claim to have a monopoly on good taste and good judgment, but we have devoted our whole lives to the study of good printing and have also had a practical art education. If you want good work, we are at your service; if the ordinary will answer your purpose, some other printer can probably do as well by you. THE LOTUS PRESS, 140 W. 23d St., N. Y.

**O**NE of my regular customers sends me an order for 30 ads, and says: "One of our most prominent lawyers said to me the other day that he considered my ads the most interesting part of the paper." That is what I can do for anybody else. But it is necessary to print a new ad every time if you want to get the public interested. In the case above mentioned the space occupied was about 6 inches, single column. Each ad had a different cut, and only one display line was used. The rest of the ad was set in plain brevier type. The constant changes and plain, emphatic words soon attract a reader's attention, and so an ad becomes a regular feature of the paper. BERT M. MOSES, Box 283, Brooklyn, N. Y. My charge for writing 10 ads like the above and furnishing 10 cuts is \$10.

## OPEN TIME.

I can still take orders for delivery in July and August. If you wait till September to order work you want to use in September, don't blame me if you can't get it.

I want important work—the work of manufacturers and jobbers in the line of trade paper ads, circulars, booklets, catalogues, etc.—and the work of retailers who want the best.

Letter of criticism and advice, \$10. . . . .  
Trade paper ads, \$5 to \$25 each. . . . .  
Trade circulars, \$15 to \$50. . . . .  
Illustrated retail ads, \$20 for series of 13; 5 samples, \$5.

1413-1414-1415

Vanderbilt Building, New York.

Charles Austin Bates,

**PRESS CLIPPINGS.**

**SOUTHERN CLIPPING BUREAU**, Atlanta, Ga.  
Press clippings for trade journals and adv'ts.

**FOR SALE.**

**5-LINE advertisement**, \$1. **WISCONSIN AGRI-CULTURIST**, Racine, Wis.

**\$3.50 BUYS 1 INCH**, 50,000 copies Proven. **WOMAN'S WORK**, Athens, Ga.

"**I**n her Post-INTELLIGENCER Seattle has one of the four great papers of the Pacific Coast." —*Harper's Weekly*.

**SMALL Southern weekly** for sale. Editor's eyes diseased. Thrify town, good field. Might suit you. Address "CASH," Printers' Ink.

**FOR SALE**—Only afternoon daily in Western city of **30,000**. Oldest established paper in the county. Price, \$15,000; half cash, balance 8 years. Address "B. T.," care Printers' Ink.

**FOR SALE**—A rare opportunity to purchase on easy terms an illustrated paper, with a well-established circulation. Capital required, \$500. Address **GEORGE ETHRIDGE**, 251 Market St., Newark, N. J.

**A** old-established, paying publishing business, including newspaper and valuable plant, for sale. Liberal terms. Owner sick, obliged to quit business. Excellent opportunity for right party. "OWNER," P. O. Box 2522, New York City.

**FOR SALE**—THE REPUBLIC, of Washington, D. C. Established 1875 by John Brisbin Walker. This weekly paper has a good local advertising patronage, also a good circulation, and has not changed hands for over ten years. The goodwill of THE REPUBLIC contracts, type, Scott drum cylinder press and all material necessary. Will be sold as bargain to party who desires to procure an old-established paper. Known to advertising agents and advertisers. Price, \$2,500. Address D. R. BURHANS, 1885 E St., Northwest, Washington, D. C.

**ADVERTISING MEDIA.**

**THE YANK**, Boston, Mass., 60,000 monthly.

**ROCKLAND**, Maine, DAILY STAR. Only daily in three counties.

**CREATING a sensation!** It is marvelous. 6c. stamps. **THE NORTHSTAR**, Westfield, Mass.

**I**f you advertise in Ohio you will get results. For particulars address H. D. LA COSTE, 38 Park Row, New York.

**A** ny person advertising in PRINTERS' INK to the amount of \$10 is entitled to receive the paper for one year.

"**I**n her Post-INTELLIGENCER Seattle has one of the four great papers of the Pacific Coast." —*Harper's Weekly*.

**I** OFFER advertising papers that bring results. H. D. LA COSTE, 38 Park Row, New York. Agent for good mediums only.

**I**n all America there are only eight semi-monthlies which have so large a circulation as the WISCONSIN AGRICULTURIST, Racine, Wis.

"**A**DIGNS" signifies DAYLIGHT ADVERTISING; in San Francisco 350,000 daily readers. It stands for PROMPT and RELIABLE service. We paint. We post. We distribute. Anything. Anywhere. Any time. Circularizing. Sampling. Pamphleteering. RIGHTLY done. DISTRIBUTING. POSTING. ADVERTISING. That is our BUSINESS. It is business and brings business to you. Consult us. Address "ADIGNS," S. I. Stone, Manager, 506 Commercial St., San Francisco. Pacific Coast Post'g & Adv'tg Co. Est. 1868.

**A**re you advertising in Ohio? We invite your attention to the DAYTON MORNING TIMES, circulating 4,500 copies daily; the EVENING NEWS, 9,500 copies each issue, and the WEEKLY Times-News, 1,500 copies. are the representative family newspapers of Dayton, and with their combined circulation of 14,000 copies daily thoroughly reach the homes of that section. Dayton is a prosperous city of 80,000, and the NEWS and TIMES are long established journals, and have always enjoyed to a marked degree the confidence and support of the best people in Dayton. Address H. D. LA COSTE, 38 Park Row, New York.

**NEWSPAPER INSURANCE.**

**THE YANK**, Boston, Mass., wards off business death. 60,000 monthly.

**BILLPOSTING AND DISTRIBUTING.**

**P**rinter, distributor of advertising matter, 730 9th St., N. E., Washington, D. C.

**G**. E. OHSEFIELDT, circular distributor. Signs tacked up. 780 Minnesota Ave., Portland, Or.

**A**ll kinds of advertising matter distributed. Fair prices, honest work. J. E. STROYER CO., 383 Central Ave., Rochester, N. Y.

"**A**DIGNS" signifies DAYLIGHT ADVERTISING; in San Francisco 350,000 daily readers. It stands for PROMPT and RELIABLE service. We paint. We post. We distribute. Anything. Anywhere. Any time. Circularizing. Sampling. Pamphleteering. RIGHTLY done. DISTRIBUTING. POSTING. ADVERTISING. That is our BUSINESS. It is business and brings business to you. Consult us. Address "ADIGNS," S. I. Stone, Manager, 506 Commercial St., San Francisco. Pacific Coast Post'g & Adv'tg Co. Est. 1868.

**ARRANGED BY STATES.**

*Advertisements under this head, two lines or more without display, 25 cents a line. With display or black-faced type the price is 50 cents a line. Must be handed in one week in advance.*

**ARKANSAS.****THE ARKANSAS****DAILY GAZETTE**

Published at Little Rock, to keep up with the procession of enterprising newspapers and sustain its reputation as the leading journal in its territory, has recently placed a battery of Mergenthaler typesetting machines in its office and added other modern improvements to enable it to produce a better paper and thus enhance its value to advertisers.

**CALIFORNIA.**

**A**LWAYS AHEAD—Los Angeles TIMES, So. Cal.'s great daily. Circulation over 14,000.

The great California fruit-growing district of which San Jose is the center is thoroughly covered by the San Jose MERCURY. Sample copies free. For advertising rates in daily or weekly address San Jose, Cal.

**THE WAVE**, San Francisco, Cal., the leading Pacific Coast society, literary and political weekly. E. KATZ, 186-187 World Bldg., New York, N. Y., sole agent. **13,000** guaranteed.

"**A**DIGNS" signifies DAYLIGHT ADVERTISING; in San Francisco 350,000 daily readers. It stands for PROMPT and RELIABLE service. We paint. We post. We distribute. Anything. Anywhere. Any time. Circularizing. Sampling. Pamphleteering. RIGHTLY done. DISTRIBUTING. POSTING. ADVERTISING. That is our BUSINESS. It is business and brings business to you. Consult us. Address "ADIGNS," S. I. Stone, Manager, 506 Commercial St., San Francisco. Pacific Coast Post'g & Adv'tg Co. Est. 1868.

**CONNECTICUT.****THE TWO HERALDS.**

**WATERBURY SUNDAY HERALD.** BRIDGEPORT SUNDAY HERALD.

Every nook and corner in the Nutmeg State is covered by them. By special trains and by pony express these two papers are delivered Sunday morning all over Connecticut. Special editions are sent into Hartford, New Haven, Meriden, Danbury and Ansonia. Combined circulation, **80,000**. 150,000 Readers.

## FLORIDA.

**T**HE FORT MYERS PRESS has the largest circulation in Lee County, Fla.

## IOWA.

**Q**UALITY as well as quantity are important considerations for advertising. The TELEGRAPH, Dubuque, Iowa, has its patrons both. Many of the largest and leading advertisers are represented in its columns.

## LOUISIANA.

**S.** W. PRESBYTERIAN, New Orleans, weekly over Ala., Ark., Fla., La., Miss., Tenn., Tex.

## MAINE.

**A**DS in THE INDEPENDENT, Farmington, Me., produce results and mail orders.

## MARYLAND.

**B**EL AIR TIMES covers Harford County. Distributed through 97 local post-offices weekly.

## MASSACHUSETTS.

**30** CENTS for 40 words, 6 days. Daily ENTERPRISE, Brockton, Mass. Circulation 7,000.

**W**ONDERFUL!—Send 10c. to FRANK HARRISON, Boston, Mass., and see what you will get.

## MICHIGAN.

**B**UCHANAN, Mich., is booming. Every citizen reads the RECORD.

**T**HE SOO DEMOCRAT, Sault Ste. Marie, Mich. It should be on your list.

**S**AGINAW COURIER-Herald, Daily, 6,000; Sunday, 7,000; weekly, 15,000.

**S**AGINAW COURIER-Herald is delivered directly into the home by its own carriers.

**S**AGINAW COURIER-Herald, largest circ'n in No. Mich. Full Assoc'd Press dispatches.

**S**AGINAW evening and weekly NEWS. Largest circulations in the Saginaw Valley, Michigan.

**S**AGINAW COURIER-Herald is the leading newspaper in Northern Michigan. Issued mornings except Mondays. Sunday and Weekly. Daily, 6,000, est. 1870; Sunday, 7,000; Weekly, 14,000, est. 1887. Saginaw (pop. 60,000) is the third city in Michigan. For further information address H. D. LACOSTE, 38 Park Row, New York.

## MISSISSIPPI.

**T**HE WATCHMAN has a large circulation throughout the Southern States, and is a splendid advertising medium. Send for sample copy and advertising rates. JAS. M. WALKER, Publisher, Williamsburg, Miss.

## MISSOURI.

**K**ANSAS CITY WORLD, daily exceeding 35,000; Sunday 50,000.

**E**VERY other week the MED. FORTNIGHTLY is read by 8,000 doctors. St. Louis.

## MONTANA.

**T**HE LIVINGSTON ENTERPRISE: eight pages; all home print. Circulation exceeds 1,000.

**A**NACONDA STANDARD. Circulation three times greater than that of any other daily or Sunday paper in Montana: 10,000 copies daily.

## NEBRASKA.

**N**EARLY 700 publishers are increasing their circulation by offering to Germans the FREIE PRESSE, Lincoln, Neb., at 65 cts. per year; 8-page wkly; samples free. Write for particulars.

## NEVADA.

**T**HE WEEKLY COURIER, Genoa. Six pages. All home print. Leads in Nevada.

## NEW JERSEY.

**T**HE DECKERTOWN INDEPENDENT has the largest circulation of any paper in Sussex Co.

**P**OPULAR adv. mediums: Bridgeton (N. J.) EVENING NEWS, 3,000; Bridgeton (N. J.) DOLLAR WEEKLY NEWS, 1,600. Rowell guarantees circ'n.

## THE EVENING JOURNAL,

JERSEY CITY'S

## FAVORITE FAMILY PAPER.

Circulation, - - - 15,500.

Advertisers find IT PAYS!

## NEW YORK.

**I**60,000 READERS in 15,000 offices. THE NATIONAL PROVISIONER, 28 Pearl St., New York.

**Q**UEEN OF FASHION, New York City. Issued monthly. A million copies a year.

## ELMIRA TELEGRAM.

ELMIRA, N. Y.

## Known Circulation Over One Hundred Thousand Copies Weekly.

A. FRANK RICHARDSON, General Agent. Rooms 13, 14 and 15 Tribune Bldg., New York City.

## OHIO.

**T**HE Mansfield (Ohio) NEWS; proved circulation daily 3,000, weekly 5,000 copies.

**L**ARGEST circ'n of any Prohibition paper in nation: BEACON AND NEW ERA, Springfield, O.

**44** THE leading Ohio country daily—THE PIQUA CALL—receives the Associated Press report.—New York World.

**T**HE TRI-STATE GROCER visits the grocers and produce merchants of Ohio, Ind., and Mich. weekly. If you are not in it, it will pay you to write to TRI-STATE GROCER CO., Toledo, O.

**P**IIQUA, Ohio, has grown to be a city of 13,000. It is the third city in this country in the production of linseed oil, and "Piqua brand" of strawboard stands at the head. There are only 13 cities in Ohio whose manufacturers pay a greater amount for labor.—New York Tribune.

**T**HE Piqua, Ohio, CALL is the only daily paper between Toledo and Dayton and Columbus and Indianapolis which receives wire news—having the exclusive Associated Press franchise. It has a circulation of 1,515 copies daily, and is a live, progressive newspaper. Piqua is connected by electric railway with Troy, Ohio—a town seven miles distant, having a population of 4,000, and THE Piqua CALL has a greater circulation in Troy than any Troy daily. For prices for space, copies of the paper and any further information, address H. D. LACOSTE, 38 Park Row, N. Y.

## OKLAHOMA.

**E**L RENO HERALD has the largest circulation in Canadian County, Oklahoma Territory.

**T**HE GUTHRIE DAILY LEADER, the leading morning paper in the Territory, accepts advertising with the distinct and positive guarantee that it has double the paid circulation of any newspaper published in Oklahoma. F. B. Lucas, Adv. Mgr.

## OREGON.

**T**HE SEMI-WEEKLY ASHLAND TIDINGS has largest circulation in Jackson County, Ore.

## RHODE ISLAND.

**T**HE HOME GUARD, Providence, R. I. Tenth year. Circulation 50,000.

## PENNSYLVANIA.

**THE PATRIOT**, Harrisburg, Penna. Forty-third year. Politics, independently Democratic. Leading paper at State capital; 8,000 daily, 5,000 weekly. Rates low. Population 54,000.

**NOT** Blue-bloods, but Hustlers. There is no better element of population anywhere than is to be found in the old southeastern section of Pennsylvania. It is here that the Chester TIMES circulates and reaches every home with its bright home news. Its readers know what they want and have the money to buy it. Thirty-two thousand of the best of these read the Chester TIMES each day. WALLACE & SPROUL, Chester, Pa.

## SOUTH CAROLINA.

**THE** daily edition of **THE STATE**, Columbia, S. C., is the most popular paper in a hundred South Carolina towns. The semi weekly edition reaches over 1,000 post-offices in South Carolina.

## TEXAS.

**THE TEXAS BAPTIST STANDARD**, of Waco, Texas, had an average weekly circulation during 1894 of 19,239. This is guaranteed in Rowell's new Directory to be the largest circulation of any religious paper published in Texas. Advertising rates reasonable.

## VIRGINIA.

**THE STATE**, Richmond, the leading evening paper in a community of 125,000 people, publishes full Associated Press dispatches, and is a live, up-to-date family newspaper. Under its new management, typesetting machine and a new press have been put in and many improvements made. Greater local circulation than any other Richmond daily. Prices for space of H. D. LACOSTE, 38 Park Row, New York.

## WASHINGTON.

### SEATTLE TIMES.

SEATTLE TIMES is the best.

### SEATTLE POST INTELLIGENCER.

THE TIMES is the home paper of Seattle's 60,000 people.

SEATTLE'S afternoon daily, the TIMES, has the largest circulation of any evening paper north of San Francisco.

"IN her POST-INTELLIGENCER Seattle has one of the four great papers of the Pacific Coast." Harper's Weekly.

### SPOKANE SPOKESMAN-REVIEW

Only morning paper. Consolidation SPOKEMAN and REVIEW. Exclusive control morning field. No competitor within 500 miles. Population Spokane, 1881, 500; 1894, 35,000. The past and present history of Spokane has been marvelous; its future will be the wonder of Western civilization. The REVIEW is the recognized exponent of all the best interests of Spokane and the vast country tributary to it.

## WISCONSIN.

**WISCONSIN AGRICULTURIST**, Racine, Wis. Only English agricultural paper printed in the State. Rates only 20 cents a line. Circulation over 25,000.

## MEXICO.

FIVE other denominations indorse and help the Presbyterians support EL FABO. Apartado 365, Mexico City.

## SO. & CEN. AMERICA.

**PANAMA STAR & HERALD.** ANDREAS & CO., 55 Broad St., Agents. Send for sample copy.

## CANADA.

**THE CARLETON SENTINEL** has the largest circ'n in Carleton County, New Brunswick.

## CLASS PUBLICATIONS.

### AGRICULTURAL IMPLEMENTS.

**FARM MACHINERY** (Eli), St. Louis, Mo. Largest issue in 8 years, 30,000. Smallest issue in 8 years, 10,000. Largest average for 12 months, 17,000.

### AGRICULTURE.

**HOME AND FARM**, Louisville, Ky. WISCONSIN AGRICULTURIST, Racine, Wis. WISCONSIN AGRICULTURIST, Racine, Wis.

### COAL.

**COAL TRADE JOURNAL**, New York City.

### DAIRYING.

**The American Creamery**, Chicago.

### FASHIONS.

**QUEEN OF FASHION**, N. Y. City.

Issued monthly. A million copies a year. THE WAVE, San Francisco, Cal. 13,000 weekly.

### GERMAN.

**THE TAEGLICHE ABEND PRESSE**, daily, published at Cincinnati, is credited with the highest circulation rating accorded to any German daily in Ohio.—From Printers' Ink, issue of May 15, 1895.

### HISTORICAL.

**THE AMERICAN HISTORICAL REGISTER**, a Monthly Gazette of the Patriotic Hereditary Society of the United States of America. Send for advertising rates and specimen copies. 139 S. Sixth St., Philadelphia, Pa.

### HOMEOPATHY.

**HOMEOPATHIC JOURNAL**, Phila., Pa.

### LARGEST CIRCULATIONS.

**ELMIRA, N. Y., TELEGRAM**: Over 100,000 weekly.

### LITERATURE.

**THE WAVE**, San Francisco, Cal. 13,000 weekly.

### MEDICINE AND SURGERY.

**MEDICAL SENTINEL**, sworn cir. Portland, Or.

### SKANDINAVIAN.

The highest circulation rating of any Skandinavian paper in America is accorded to the DECORAH-POSTEN OG VED ARNEN, issued twice-a-week, in the Norwegian-Danish language, at Decorah, Ia.—From Printers' Ink, issue of May 15, 1895.

### SOCIETY.

**THE WAVE**, San Francisco, Cal. 13,000 weekly.

### SPANISH.

**REVISTA POPULAR**, established 1888. Largest Spanish circulation in the world. Translations in all languages: 46 Vesey St., N. Y. City.

### SUNDAY PAPERS.

**ELMIRA, N. Y., TELEGRAM**: Circulation over 100,000 copies weekly.

### TEXTILE.

**TEXTILE WORLD**, Boston. Largest rating.

### TYPEWRITERS.

**PHONOGRAPHIC WORLD**, New York City.

### VEHICLES.

**FARM MACHINERY** (Eli), St. Louis, Mo.

### WELSH.

**Y DRYCH**. For half a century the national organ of the Welsh people. Weekly issue 12,000 copies. For advertising rates address Y DRYCH, Utica, N. Y.

### WOMEN.

**QUEEN OF FASHION**, New York City. Issued monthly. A million copies a year.

# In a Late Interview with Dr. Cyrus L. Nichols

"I always read advertisements in street cars. I read them while riding in a street car and having no need to be in a receptive state, and, like myself, I find curiously-worded announcements in the little rhymes and verses that have appeared in the cars in various cities."

THIS IS GOOD LOGIC  
A GREAT MEDIOCRE

But You Want

CARLETON &

... CAN DO OR

9,000 Full-Time Cars.

Offices: BOSTON, NEW YORK, AGO,

With Geo. J. Manson,  
Manson says:

"I read them in spite of myself. When  
there is no book to read, my mind may be said  
to be at a standstill. I find myself perusing the different  
newspapers in the cars. Some of the funny  
articles are very good and well worth reading."

A JUST TRIBUTE TO  
THE POWER OF PUBLICITY.

It Placed Right!

KISSAM

FOR YOU...

54 Principal Cities.

MILWAUKEE, CHICAGO, NEW ORLEANS, Etc., Etc.

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

**Is** Issued every Wednesday. Subscription Price: Two Dollars a year. Five Cents a copy; Five Dollars a hundred. No back numbers. After December 31 the subscription price will be increased to Five Dollars a year.

**Is** Publishers desiring to subscribe for PRINTERS' INK for the benefit of advertising patrons can obtain special terms on application.

**Is** Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$25, or a larger number at same rate.

**Is** If any person who has not paid for it is receiving PRINTERS' INK, it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

**Is** CIRCULATION: A detailed statement of the number of copies printed of every issue of PRINTERS' INK for a full year, prepared to be placed on file with the editor of the American Newspaper Directory, so that the circulation may be correctly rated in the issue of that book for 1895, showing that the actual average issue for the last year was 17,768 copies; for the last six months, 19,375 copies; for the last three months, 21,225 and for the last four weeks, 22,250 copies.

During the past eight weeks the total issue of PRINTERS' INK has been 227,000 copies, the average issue 28,375 per week. The smallest issue numbered 21,000 copies. The largest 30,500 copies.—PRINTERS' INK, May 1, 1895.

NEW YORK OFFICES: No. 10 SPRUCE STREET.  
CHICAGO AGENTS,

BENHAM & INGRAM, Room 24, 145 La Salle St.

BOSTON AGENT,

W. F. MOORE, Room 2, 10 Federal St.

LONDON AGENT,

F. W. SEARS, 138 Fleet St.

NEW YORK, JULY 3, 1895.

A RIVAL who doesn't advertise is not a rival.

COMMON sense in your ads is better than an array of dollar marks.

DON'T advertise in the summer or you might get overheated waiting on customers.

THE best advertising mediums produce the best trade. That's how you can tell 'em.

TWO HUNDRED and two paid-in-advance subscribers were added to PRINTERS' INK's subscription list during the week ending Wednesday, June 26.

INVITATIONS to "trade with you" are of no effect unless you can give some reason. Preference can't lord it over advantage in business affairs.

THE growth of the bicycle habit is marvelous. Bicycling used to be considered only a boy's sport, but the advertisers kept everlasting at it and now there is not one man in a day's walk that does not long for the fascinating pleasure. They have come to be regarded as a necessity almost everywhere, too.

ARKANSAS, the name of the State, is officially pronounced as spelled, but the official pronunciation of the river is Arkansaw, although spelled in the same way as the State.

AN advertisement should have a "plot," just as a story has a plot—that is, one central idea to give it unity, around which all other ideas in the advertisement cluster.

AFTER a good ad is well written and pruned down to its greatest brevity it can usually be cut down a third more without losing a single point. Try it and note the improvement.

PRINTERS' INK has received two applications for the Vase Competition pamphlet from England, indicating that American ad writers will have to compete with their British brethren.

WHEN a man is drowning a *line* often saves him. Similarly, when a merchant's trade is at a very low ebb a *line* in a widely-read paper is often the first means toward business revival.

PUTTING selling facts into headlines and catch-lines is better than making them, the head-lines, merely ingenious devices for attracting notice and exciting curiosity without gratifying it.

THE Herald, of Grand Traverse, Mich., refused an ad last week from a transient clothing concern about to open a stock of "cheap goods." The reason given was that the established business men, who paid the taxes, etc., were entitled to some consideration from the newspapers, even if the newspaper must lose some ready cash by its course.

A VIGOROUS protest against the old style of advertising legal sales only in the *Law Journal* and one other newspaper has been made in New York. The court had directed certain property to be sold, and the executors proceeded to do the advertising in the stereotyped manner. The parties interested protested both against the style and extent of the advertising, averring that the statutory advertisement was insufficient to bring the property to the notice of property buyers. The matter is in abeyance.

THE Chicago *Mail* has been purchased by Mr. George G. Booth, of Detroit. Mr. Booth is one of the most successful newspaper men of the West. He is 31 years of age, is a son-in-law of Mr. James E. Scripps, is general manager of the Detroit *Evening News*, and owner of the Grand Rapids *Press*. Mr. W. H. Turner, who has had the management of the Grand Rapids *Press* from its infancy, will be associated with Mr. Booth and will have the management of the Chicago and Grand Rapids properties.

AT the last annual meeting of the Ohio Associated dailies, at Columbus, Editor W. S. Cappeller, of the Mansfield *News*, made a strong protest against the present methods of paying for railroad advertising. He remarked that, if the arrangement to take compensation in mileage when wanted is proper in the case of railroads, it is equally so and should be done in the case of a butcher, baker, grocer, etc. He urged his associates to accept railroad advertising only upon a commercial basis, when they would know whether they were giving more to the railroad company than they were receiving.

AT a recent meeting of the South Carolina State Press Association a paper was read "on the advisability of handling foreign advertising from a central bureau." It advocated the option of a uniform rate for advertising, based on circulation, and recommended the election of a manager to take entire charge of the proposed bureau, on a commission basis, to be regulated by the association. All foreign advertising was to be done through him, and he was to investigate the standing of advertisers, etc., for the individual papers. The object to be aimed at by the proposed consolidation is to compel the foreign advertiser to pay fair rates to local newspapers. The scheme looks plausible and rosy enough on paper, but experience has shown that it does not work in practice, as it is practically impossible to agree on a uniform rate for dailies and weeklies, or for papers of varying character, or to get correct circulation reports, or to get all the State newspapers into a confederation.

♦♦♦

In bankruptcy he'll never sink  
Who puts his trust in printers' ink!

#### ABOUT PREFERRED POSITIONS.

What grade of value should be attached to preferred positions in the newspapers? Which is really the best position? The answer depends upon a variety of conditions so diverse as to make impossible any general rule.

What kind of a medium is it? What kind of a circulation has it? What kind of an ad is it? How is the paper made up? What class of advertising does it get? and a hundred other questions may be asked and answered before we could properly determine which would be strictly "preferred positions."

"Top of column," "next to pure reading," "next to news," "surrounded by reading," and other conditions are "written in the contract"; but is there not, very, very often, too much importance attached to position in the paper, and too little to the appearance of the advertisement itself?

Which is better—that is, which is productive of the best results—preferred position for an ill-set and ill-written ad, or an inferior—say *really bad* position for an advertisement that is strikingly displayed and interestingly written? In a paper that is read at all, I believe money saved on "position" and expended on "preparation" will prove most beneficial to the advertiser.

I have often heard an advertiser insist on good position, and, when I saw his copy, it reminded me of the tramp who wanted to sleep in Astor's bed!

If we start from the true standpoint that people do *not* read the newspapers for the sake of the ads, we may ask ourselves the question, What will make them read them? Position alone won't do it; there must be something to catch the eye and hold the attention.

And, on the same principle, no matter what the position in a well read medium, a well displayed and attractive ad will be certain to "assert itself"—even in a crowd of other advertisements.

We have sent men to Congress who did not shine there, and we can see men almost every day who are in good positions for which they are plainly unfitted.

And there are to-day a goodly number of ads in "preferred positions," a prominence that merely serves to draw attention to their very bad construction and display. JOHN C. GRAHAM.



## THE FAR WEST AND PACIFIC SLOPE.

Between the Pacific Ocean on the west; the Dakotas, Nebraska, Kansas and Texas on the east; Canada on the north, and Mexico and Texas on the south, lie the great States and Territories of:

California,	Arizona,
Oregon,	New Mexico,
Washington,	Colorado,
Idaho,	Wyoming,
Nevada,	Montana,
Utah,	

designated on the Government maps as the "Western Division," but commonly described as the "Far West and Pacific Slope." They cover more than one million square miles, or more than one-third of the entire territory of the United States, omitting Alaska. The census of 1890 has credited them with a population of over 3,000,000—about one-twentieth of that in the entire country. Three-quarters of the inhabitants are native born. Of those foreign born, 250,000 are from Great Britain and Ireland, 150,000 from the Germanic nations and over 100,000 from Scandinavia. There were (in 1890) 1,46,000 farms, valued at \$1,094,942,000, with 23,000,000 of improved acres. The live stock was worth \$186,958,000 and the annual farm products over \$150,000,000, while the total valuation of real estate and personal property was \$6,811,422,099; the mining property was valued at \$544,343,485.

In this section there are now published 1,705 newspapers and periodicals of all sorts—220 being issued daily—from which advertisers may

select the mediums they prefer to use. It is true in a remarkable degree of these newspapers that those of largest circulation are more generally distributed over a larger part of the total area, while those of smallest circulation are more restricted within a local radius than are the similar publications in any other of the great State divisions.

The following is a complete list of all newspapers in this division, reported in the American Newspaper Directory for 1895, with a circulation each issue of more than 10,000 copies. All the circulation ratings to which an asterisk is prefixed are guaranteed by the Directory to be absolutely correct. Those not so marked are not guaranteed. Their publishers making no definite report, they appear in the Directory with an *estimated* rating expressed by letters indicating that they are believed to have the minimum circulation for which the letters stand. In the following lists the minimum figures are substituted for the letters.

### Dailies.

San Francisco, Cal. . Examiner,	*72,541
Chronicle,	*40,000
Report,	*40,000
Denver, Colo. .... Rocky Mt. News,	23,073
(Sunday issue *28,850)	
Republican,	*20,406
(Sunday issue *29,229)	
San Francisco, Cal. . Evening Post,	17,500
Denver, Colo. .... Times,	17,500
Portland, Ore. .... Mor'g Oregonian,	*15,221
(Sunday issue *22,051)	

### Weeklies.

San Francisco, Cal. . Examiner,	*79,419
Chronicle,	17,500
Denver, Colo. .... Times,	17,500
Portland, Ore. .... Oregonian,	*15,050
San Francisco, Cal. . Wave,	*13,285
Bulletin,	13,500
Argonaut,	13,500
Seattle, Wash. .... Post-Intelligencer,	13,500

**Monthlies.**

San Francisco, Cal., Pacific States

Watchman,	*10,200
Golden State,	12,500
Los Angeles, Cal...Household,	*10,000

All the dailies and weeklies named above can be used to advantage by the advertiser who contemplates general advertising throughout this entire Western Division, and it is astonishing how thoroughly he will advertise it if he does the work well in these few papers. The *Examiner* claims, and apparently has, a larger daily circulation than all the other morning papers in San Francisco combined, and the largest circulation of any daily west of Chicago, while the weekly *Examiner* has the highest circulation yet accorded to any paper west of the Missouri.

The Portland *Oregonian* has by far the largest circulation of any paper daily, Sunday or weekly, printed north of San Francisco and west of Minneapolis, and is the first paper to claim an advertiser's attention, not only for Portland and Oregon, but throughout all territory within 500 miles of its office.

The San Francisco *Argonaut* is the best literary and society weekly west of New York, and perhaps the best in the country. It is conducted with marked literary ability and has a general circulation among people of wealth and intelligence.

For still more thorough work—such work as the methodical and pains-taking advertiser always has in view—the following additional papers, which include all dailies and weeklies not already enumerated in these States, omitting San Francisco, credited with a circulation of more than 5,000 each issue, should be carefully considered:

**CALIFORNIA.****Dailies.**

Oakland.....Tribune,	*8,715	
San Jose.....Herald,	*7,490	
Los Angeles....Times,	7,500	
	Evening Express,	*6,900
Sacramento....Record-Union,	*6,600	
Oakland.....Enquirer,	*5,564	
Sacramento....Evening Bee,	*5,500	

**Weeklies.**

Oakland.....Signs of the Times,	*8,523
Sacramento....Union,	*8,500
Oakland.....Tribune,	*5,769

Nearly one-tenth of the entire newspaper circulation of the State is held by the San Francisco *Examiner*, and with the *Chronicle* it has one-fifth as much as the total of all others. Los Angeles, 500 miles southeast of San Francisco, is the second city in population between Alaska and Panama.

**OREGON.****Daily.**

Portland.....Evening Telegram,	*9,256
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**WASHINGTON.****Dailies.**

Seattle.....Post-Intelligencer,	7,500
Tacoma.....Ledge,	*6,625

**UTAH.****Daily.**

Salt Lake City..Salt Lake Tribune,	7,500
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**COLORADO.****Weekly.**

Denver.....Field and Farm,	*8,400
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**MONTANA.****Daily.**

Anaconda.....Standard,	*9,574
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While the entire list of papers hereinbefore given appears to be a very small one—less than forty all told—and especially small to cover so large a territory, it is nevertheless true that its combined circulation is somewhat larger than that of all the more than sixteen hundred remaining papers in the district, omitting such only as are in the city of San Francisco. To secure additional advertising in local papers—and there are many good ones—an advertiser must of course consult the American Newspaper Directory.

**A FIN DE SIECLE FABLE.**

The daily paper lay on the table, and the ads were boasting each his own merits. "I," said the jeweler's ad, "tell the people how to be on time." "And I," said the coal ad, "show them how to get warm." "But," said the clothing ad, "I do more of that than you." "Well, I tell them how to get the bread which they must eat," said the miller's ad. "And I tell them how to get well when sick," answered the doctor's ad. "Cease your quarreling," said the admans ad; "I give you all your value and efficiency."

**COUNTRY WEEKLIES ARE SATISFACTORY.**

The New York *Herald* has discontinued its weekly edition and makes this true, but startling, statement for a great city daily:

"The *Herald* has discontinued its weekly edition because the legitimate field of weekly news is filled to the satisfaction of local readers by country and town papers." This is the first time on record that a metropolitan paper acknowledged that it did not cover everything in sight and that a country weekly had a legitimate field.—*Nebraska Editor.*

**THE WAY TO DO IT.**

If within the business world  
You'd make yourself a berth,  
Let printers' ink the fact unfurl  
That you are on the earth.

## PUNCTUATION MARKS IN ADVERTISING.

Punctuation marks play a much more important part in the art of advertising than many think. In advertising pages one finds the interrogation point, exclamation point, quotation marks and other points of punctuation used quite as freely and as intelligently as in the so-called higher forms of literature.

Curiosity and wonder go hand in hand pretty much the same as they run through the writings of novelists, scientists and philosophers. For this reason both the interrogation and exclamation points play a significant role in advertising. The mere presence of the question mark nearly always excites curiosity, while the "astonisher" is everywhere regarded as the best exponent of wonder and awe. Hence it is that ad-smiths make free use of these two marks of punctuation.

In the work of preparing copy for advertisements there is almost such a thing as an inquisitorial art. Some questions are asked earnestly and sweetly, as those of a swain wooing his first love; some are fired in 36-point DeVinne, occupying a full line across a wide page, and make one feel as though there is lots of power behind them; in still other instances the little information seeker is so adroitly used that it becomes a dispenser of knowledge—a metamorphosis which frequently occurs in the most skillfully worded announcements.

By the use of an exclamation point the thought in a line can be made stronger, and it will be carried longer in the minds of the readers. When appropriately employed the little wonder inspirer will give an entire card a different tinge of vivacity and make ordinary words stand out with a brighter and fuller meaning.

One could not go very far in the study of advertising without noticing not only the omnipresence, but also the powerful and significant effects with which quotation marks are used. From the ancient and modern literatures quotations are taken to point a moral or adorn some tale in an advertisement. As a rule, too, quotation marks are used advisedly in the announcements made for the purpose of giving an article or a name wider publicity. Under the skillful manipulation of an expert the inverted commas are often made to inject additional life into an otherwise dull and common-place phrase.

JOHN EDWARD BUCK.

## WHAT AN AD SHOULD DO.

There are two things which a good advertisement should do. First, it should serve to create or increase a desire for the general class of the thing advertised, and second, for the particular kind of thing. Don't ever say anything which in any way argues against the general class, and that means don't ever say anything against any one of them specifically.

One of the best things that an advertiser can do is to make his ads sound fair and reasonable. It is well to admit that the other fellow's goods may be pretty good. Then you can go on and say wherein yours have the advantage, and people will believe you are truthful because you are just. If you can once get the public to believe that you are more careful in your statements and more honorable in your dealings than your competitors, a great deal has been accomplished.—*Hardware Dealer.*

## A DIFFERENT KIND OF ART.

"What do you think of it?" asked the artist, as he exhibited his latest bit of work.

"Do you really want to know?" asked the critic, as if anxious to avoid giving pain.

"Yes," replied the artist, resolutely. "You will not be offended if I speak frankly?"

"I will not."

"Then," said the critic, "I do not hesitate to say that it is the most diabolically hideous nightmare that I ever saw. In my opinion, it resembles nothing so much as a drunkard's vision."

"Is that your honest opinion?" asked the artist, as if loath to believe it.

"It is," replied the critic. "And what makes it worse is that you are capable of really good work."

"I know it is out of my usual line and methods," admitted the artist, "but I thought—I thought—"

"Well?"

"Why, I thought I'd just try my hand at posters in view of the fact that—"

"Posters!" exclaimed the critic. "Let me look at that again." Then, after a critical examination: "My boy, it is sublime—superb! Your reputation is as good as made now. Why didn't you say 'posters' in the first place?"—*Geyer's Stationer.*

## HEL'D TO THE HABIT.

"I can't let you have any money, that's flat," said the new woman.

"Why?" asked the husband, tears gathering in his limpid blue eyes.

"Because," confessed the breadwinner shamefacedly, "there is a bargain sale down at Cuttem's, and they are selling the loveliest spring trousers ever seen for \$2.98. I thought I had got over the bargain counter habit, but this is something I cannot resist."—*Indianapolis Journal.*

## THE MEN WHO ADVERTISE ARE NO. 1.

"The human race is divided into two classes—those who go ahead and do something, and those who sit still and inquire, 'Why wasn't it done the other way?'"—*Dr. O. W. Holmes.*

## DIDN'T NEED IT.



Book Agent—Here is a book that every merchant should have; it is called "How To Advertise." The price is only \$7.50.

Merchant—I don't see as I have any use for it. I read PRINTERS' INK.

## ATLANTA, GEORGIA.

"Atlanta, Georgia," that's what they call it down here, now, but they won't after a while, any more than New Yorkers refer to their town as "New York, N. Y."

A native Georgian, or rather a rural Georgian, is known as a "Cracker"; when he moves into Atlanta he becomes a whole custard pie.

Atlanta claims 110,000 population, something more than one-third of which is strongly impregnated with "local color."

Stone Mountain, eighteen miles from Atlanta, has enough granite in it to lay a pavement around the world in forty minutes.

I asked a prominent citizen how many churches there were in town, and he couldn't tell me. Then I asked how many saloons there were, and he promptly told me there were fifty-eight. He afterward told me, somewhat apologetically, I thought, that he knew the number of saloons because he was a leader in the temperance work and it was his business to know such things.

All Atlanta saloons close promptly at 10 o'clock p. m. and open as promptly at 5 o'clock in the morning. I was reliably informed that those were the seven longest hours in the entire twenty-four.

From the above statistics visitors to the imperial city may learn why there are so many early risers in Atlanta.

Atlantans eat one million watermelons each season. That is about ten per capita, although the statistics will show that the colored brother's per capita is about as ten to one.

There are several millionaires in town, and they have made most of their money right here. An Atlanta millionaire is such a good all-round fellow that an Anarchist would almost work to help him make more.

They make a beer in Atlanta which is as good as champagne—and some better, to pay for. The excellence may be due to the fact that the brewster learned his business in New York.

Two of the best and biggest hotels in the South, the Aragon and the Kimball, are in Atlanta. The top of the Aragon is twelve hundred feet above the sea, and there is a roof garden there with a view from it as wide as Georgia. Think of a roof garden in New York City twelve hundred feet above the Battery, or the Bowery either, for that matter!

In reply to a question concerning the national game, I was told that there were only two men in Atlanta who could play poker! And I readily believed it, for I had seen some of those Atlantans while visiting Washington try a hand. Still that is hardly a fair test, especially when Congress is in session and we have a large quantity of selected expert stock on hand.

Atlanta has three newspapers, the *Constitution* (morning) and the *Journal* and *Commercial* (evening), and they fill the field full. Of course, each paper is provided with a pneumatic circulation editor, who is prepared at any time to swear that his journal has a larger circulation than all the others combined. Atlanta editors are not to be outdone by their contemporaries of New York or any other place.

Atlanta is the capital of the New South and the spirit of Henry Grady is over it all. A little more than fifty years ago there wasn't any Atlanta. It was Terminus, so called because it was that part of a railroad. Then it received the name of Marthasville ("Marthysville," in the vernacular), and one day J. Edgar Thompson, the well-known Pennsylvanian, who was at that time civil

engineering down there, suggested that Atlanta was a better name than Marthysville, and Atlanta it became on the spot.

Atlanta is the best town in the South, present and future, and ten years from now she will have a population of 300,000, net. She hasn't everything on earth in the way of natural resources, but she has what is more valuable than that, to-wit, the wisdom to see what is the best thing to do, and the spirit and energy to do it, and to do it at once. She doesn't wait for other people to come along and develop her resources and reap the advantages, but she buckles right to herself, and the result is—well, it is Atlanta, the Imperial City of the Empire State of the South, the City of Unceasing Endeavor, the City of Get There, the City of Atlanta.—W. J. Lampton, in *N. Y. Sun*.

## THE SHORT AND.

Brewer says that the sign & is called "and-ers, ampers or ampers." It is sometimes called "short and." In olden times it was known as ampersand, but that word long ago fell into disuse. It is simply a contracted and rapidly made form of the latin et. The name ampersand is derived from "and-per-se-and"—that is, a single symbol which in itself is and. Ampersand, meaning &, is used in chapter 21 of "Adam Bede" (1859); also in a poem in *Punch* of April 27, 1869. The first of the stanzas in the poem alluded to is as follows:

Of all the types in a printer's hand  
Commend me to the ampersand,  
For he's the gentleman (seems to me)  
Of the typographical compagnie.  
Oh, my nice little ampersand,  
My graceful, swanlike ampersand,  
Nothing that Cadmus ever planned  
Equals my elegant ampersand!

—*Brooklyn Eagle*.

## THEY ADVERTISE.

Ask ten men that first pass out on any street corner in town where any certain bank is, and one will know, five will guess wrongly, and four will not even hazard any thought on the subject. And the banks are the oldest and most stable and most important institutions in town. Of the leading dry goods stores these same ten men, who may never in their life have been in a dry goods store, will be able to place three or four, some of them a good many more than that, I fancy. And yet you hear that men do not read advertisements.—*Washington Capital*.

## HE KNEW.



Professor—Where is the principal nerve-center situated?

Student (whose father is a business man)—Somewhere among advertising solicitors, I should judge.

## NOTES.

*Newspaperdom* offers a prize of \$5 for the best ad of a newspaper.

ELMER H. DEARTH has purchased the advertising agency of J. L. Stack & Co. of St. Paul.

THE Summer Resort edition of the Brooklyn *Daily Eagle* comes in a dainty cover, which makes it easy to preserve.

GARRETT H. HAULENBECK, late of the J. Walter Thompson Agency, has purchased the Cosmopolitan Advertising Bureau.

A SIGN put in the Philadelphia trolley cars a few days ago requests passengers to "remain seated until the car stops, and then get off in the direction the car is moving."—*N. Y. Sun*.

THE ad writers of Chicago have formed themselves into a club called The Advertisers' Club. W. H. Baker is president and C. B. Courier secretary. The object is exchange of ideas.

THE *Chronicle* of Jersey City, N. J., offers to send a one-dollar bill for 75 cents. The modus operandi is this: You send \$1 for a year's subscription to the *Chronicle*, and inclose in addition 75 cents, and a new dollar bill will be sent by return mail.

THE sailors on the United States cruiser, New York, publish the only paper issued from a floating office. It is called the *Ocean Wave*, is issued weekly, and has six 6x8-inch pages. It is edited and controlled by the sailors; is set up aboard and printed aboard on a foot press. There are six men on the editorial staff. A part of the expenses of the paper is paid by the advertising of several Brooklyn stores.

A BACHELOR druggist in a Western town, having secured the popular song, "Girl Wanted," placed a copy in his show window. In less than an hour he had a dozen applicants. The town is laughing yet.

*Harness*, a monthly publication, issued from No. 35 Warren street, this city, has the appearance of being one of the most prosperous and deserving journals of its class. It has lots of live matter appertaining to the trade, and evidently stands high as an advertising medium.

THE Metropolitan Advertising Company, of North Carolina, is interesting barbers everywhere in reviving an old advertising scheme on a large scale. The company proposes to fit up the ceilings and walls of barber shops with ornamental frames and mirrors in which advertising matter will be displayed in much the same fashion as that now employed in street cars. The barbers receive stock in the Metropolitan Company in lieu of fixed rentals. Advertisers will be charged one cent a day for each card displayed—if the scheme works.

A STATEMENT by H. H. Kohlsaat, in the *Times-Herald* of June 10, says that the circulation of the *Times-Herald* on Sunday, April 7, the last Sunday under the old management, was 130,041, while on June 9 the circulation was 135,145, an increase of 5,104 copies under the new management. It also states: On the 10th of June, 1894, the circulation was 103,136, and the number of columns of displayed advertising that day was 56. On the 9th of June, 1895, the circulation has reached 135,145, and the displayed advertising amounted to 81 columns. In other words, the circulation increased in the year 32,009, and the increase in advertising was 45 per cent.



## There's Money in The Press

"THE PRESS, the most widely circulated Republican newspaper."—*N. Y. Evening Post*, Aug. 2, 1888.

Since 1883, THE PRESS has grown in strength and importance. It is still growing and will keep on growing. It is officially recognized by the Republican State and County Committees as the leading Republican newspaper of the Empire State. With progressive advertisers,

## The New York Press

is the standard by which other papers are rated.

## A POPULAR LOAN.

"It's all very well to talk about issuing bonds of \$10 each," remarked Mr. Dukane, "but that is not the way to induce women to buy."

"What would you advise?" asked Mr. Gaswell.

"Let Secretary Carlisle advertise the bonds at \$9.08, marked down from \$10."—*Pittsburgh Chronicle*.

## A DISTINCTION WITH A DIFFERENCE.

A newspaper publisher has a perfect right to charge as high a price for his advertising space as he chooses, but he has no right to lie about the edition he prints in order to prove that it is worth the price.—*Oakland Printer*.

BUT IT IS ONE OF THE MOST IMPORTANT.

The advertisement is simply one of the agencies that we employ to help us sell the goods.—*Dry Goods Bulletin*.

## Displayed Advertisements

50 cents a line; \$100 a page; 25 per cent extra for specified position—if granted.

Must be handed in one week in advance.

WISCONSIN AGRICULTURIST,  
RACINE, WIS.

**THE WAVE**, San Francisco, Cal., the leading Pacific Coast society, literary and political weekly. E. KATZ, 136-137 World Bldg., New York, N. Y., sole agent. **13,000** weekly guaranteed.

## A few advertisers who use

SATURDAY TELEGRAM,  
MANCHESTER, N. H.

Quaker Oats, Beecham's Pills, Sapolio, Winslow's Soothing Syrup, None-Such Mince Meat, Cuticura, Cleveland Baking Powder Co., Johnson's Anodyne Liniment, Hood's Pills, Baker Pill Co., Cornish & Co., New England Piano Co., Dr. Kilmer's Swamp Root Bitters, Paines' Celery Compound, Hood's Sarsaparilla, No-to-bac, X-Zalia, etc.

## Pretty Good Company For You To Be In.

I would be pleased to make you rates.

C. E. ELLIS, Advertising Manager, 517-518 Temple Court, New York.



When it comes to circulation, actual,  
bona fide circulation, the

# "Enzeiger des Westens,"

[ESTABLISHED 1834]

Daily, Sunday, Weekly,

is far ahead of any of its contemporaries in St. Louis.

The ANZEIGER DES WESTENS is always ready and willing to prove by comparative investigation of all books—not of cash books only, which may be doctored—nor by affidavits, which some persons with an elastic conscience, and no sense of dishonor, make as easily as eating a good dinner—but by an investigation, a thorough investigation of everything, that its circulation is far greater than the circulation of any other German paper in St. Louis.

It is the great German paper of the West  
and Southwest.

# What Will the Harvest Be?

Is the question uppermost in the minds of the farmer, gardener and the general produce dealer.

The Winter's snow and the Summer rains are good indications of a rich and abundant harvest.

## Will You Reap Some Of Its Product?

We offer **100,000** farmer circulation in which to introduce yourself and become acquainted with a thrifty and buying class of people.

Estimates on your advertisement direct or by any general advertising agency. Address

**THE AMERICAN FARMER,**  
Washington, D. C.

Or BYRON ANDREWS, Manager Branch Office,  
World Building, New York City.

A Bona fide Subscription List  
Reaches Homes.

...We Have It...

# TRUTH

THE OLD CRITIC AND WORLD COMBINED.

The organ of the young Republicans of Michigan. Published Sunday and circulated in Detroit and throughout the State.

Guaranteed Circulation of  
**...28,000...**

For Advertising Rates address

BURCH & LaRIVIERE, Publishers,  
42-44 Larned St., West, Detroit, Mich.

## What— Charles Austin Bates says:

"Recently I had Printers' Ink Press set up 24 ads for me—all sizes, from 4 in., single column, to 6 in., double. I have seldom seen a set of ads so attractively displayed. Just 100 sets of proofs have been bound, and any one who wants a set may have it for \$1."

Mr. Bates knows a well-displayed ad when he sees it. His opinion ought to count with you when you have any printing to give out. All kinds of first-class printing is our specialty. No other printer can do as good work for less money—few can do it as well at any price. Send a small order for a starter, and see if both price and style don't suit. Address WILLIAM JOHNSTON, Manager Printers' Ink Press, 10 Spruce Street, New York.

## THE "PRINTERS' INK" VASE.



Every ad-smith intending to make an effort to secure the prize vase offered for the advertisement world, and displayed for last year's the purpose of attracting subscribers to PRINTERS' INK. A Journal for Advertisers, should send in his name and address, and the whole story of the proposed competition will be sent to him just as soon as the pamphlet containing copy of the four hundred advertisements, now in hand, is completed. Address all communications simply PRINTERS' INK, New York.

ACKNOWLEDGING  
AN ERROR.

**There Are Undoubtedly Others.  
If You, Reader, Are One Of  
Them, Hesitate No Longer.**

INDIANAPOLIS, Ind., May 25, 1895.  
*The Agricultural Epitomist,*  
City:

GENTLEMEN.—We wish to make an apology for an unintentional injustice which we have been doing you for some years. We have always thought that the low subscription price of your publication would make your medium an undesirable one for such high-price goods as we have to sell. After giving you the trial advertisement, which you induced us to place this season, we find that no general publication gives better results.

We have more inquiries through the EPITOMIST than from any other source, excepting a paper that is published directly in the interest of threshermen, with whom we deal exclusively. Please accept our apology and our assurance that we shall continue our advertisement with you as long as we shall continue to advertise the sale of wind stacks, and no longer as we are favored with such results as we have had this season.

Very truly yours,

THE INDIANA MFG. CO.,  
A. A. MCKAIN, Pres't.

Sample copy and advertising rates cheerfully furnished on application. Address

EPITOMIST PUB. CO.,  
Indianapolis, Ind.

Paper and Press (<sup>Illustrated</sup> Monthly) Reaches

and  
Press

CIRCULATES TO BUYERS

those who do  
four-fifths of  
all the buying  
in your line

Expert  
Advertising  
Department

tells how to  
write and set ads  
and—will prepare and  
set an ad for you free  
of charge for insertion  
in the Typothetae  
Souvenir

PAPER AND PRESS



# THE EVENING STAR

has a  
Larger Circulation  
in the Homes  
of  
Washington  
than  
all the Other Papers  
of the City  
Added Together,  
because it  
Stands up Always  
for the  
Interests  
of the  
People of  
Washington;  
Contains  
the  
Latest  
and  
Fullest Local  
and  
General News

and  
Surpasses  
all the  
Other Papers  
in the  
City  
in the  
Variety and Excellence  
of its  
Literary Features.

It  
Literally  
Goes Everywhere,  
and is  
Read  
by  
Everybody.  
It is,  
therefore,  
as a  
Local  
Advertising Medium,  
without a  
Peer,  
Whether  
Cost  
or  
Measure of Publicity  
be  
Considered.

## DEPARTMENT OF CRITICISM.

*By Charles Austin Bates.*

Advertisers everywhere are invited to send matter for criticism; to propound problems and to offer suggestions for the betterment of this department. Anything pertaining to advertising will be criticised freely, frankly and fairly. Send your newspaper ads, circulars, booklets, novelties, catalogs. Tell me your advertising troubles—perhaps I can lighten them.

### ADVERTISING IN GENERAL.

**THE MUTUAL BENEFIT LIFE INSURANCE COMPANY**

**OF NEWARK, N. J.**

**M. I. WHITMAN, State Agent,**  
34 and 35 Campau Bldg.  
DETROIT, Mich., June 13, 1895.

*Mr. Charles Austin Bates, No. 1413 Vanderbilt Building, New York, N. Y.*

DEAR SIR—I have noticed with much interest your various articles on advertising, covering nearly every business except insurance.

From your apparent ability in preparing advertisements, which stand out with a truth and firmness that make "sales," it would appear to me that you would find a good field in preparing some readable insurance literature. If you have ever spent any time in trying to discover what an insurance circular was trying to tell, you know how technical the thing is, and almost beyond the comprehension of the average business man. I do not believe there is any business requiring as great an effort to make sales, even to a willing purchaser, as insurance. I inclose a few circulars which may interest you. They have sold goods, and I believe an expert like you could open a new avenue of profitable insurance advertising—simply teach the companies that an insurance man cannot write business-bringing advertisements, or circulars, or those that could be used with good effect in the business. It would seem to me that an occasional article from you on insurance in PRINTERS' INK would not only prove interesting, but lead to something more. Yours truly,

H. R. WHITMAN.

I have frequently had my attention called to insurance advertising. It seems to me that much better work could be done than is being done, and that quite a large percentage of the money spent by insurance companies could be used to better advantage.

The publication of tabulated statements of assets and liabilities certainly appeals to no one, or at most, to a very few. As a matter of fact, I presume that not one man in a hundred can make head or tail of these statements. He cannot really tell whether the company is in sound condition, or not. This is something that could be told to him very plainly, and in a very few simple words.

Other points that are frequently made in insurance advertising are stated in such an involved way that the layman really cannot tell very much

about them. The trouble with the insurance man who writes insurance advertising is that which many other business men encounter. He is too close to the business. He knows all of the little points so well that he thinks every one else must know them, and so he neglects to explain them, and fails to make his advertisements clear.

There are reasons, and the very best of reasons, why every man should carry life insurance. These things could be told plainly, clearly and convincingly, so that when the agent called to see a man, he would be ready to talk business. As it is, the insurance agent is looked upon as a bore, and his coming is anticipated with dread. He has a hard time to gain access to the people he wants to talk to. After he does reach his man, about ninety-nine cases in a hundred he runs against an immense amount of ignorance. He talks a good deal, reads extracts from statements, etc.—the man he is talking to looks wise, says little and doesn't understand anything. A little of the right sort of missionary work before the solicitor called would have made his task much easier.

If you can reach a man with a series of good, short, crisp circulars, or newspaper advertisements, he can in this way be convinced of a great many of the strong points of insurance.

I will venture to say that the insurance advertising of the country, taken as a whole, can be improved upon at least 50 and perhaps a hundred per cent. It can be made at least 50 per cent more effective. Of course, if this were done, it would require concentrated, earnest effort. That is true, however, in any business, or any undertaking of any kind.

And by some of the insurance companies will discover the value of judicious, persistent, consistent advertising. The company which discovers it first will gain the most by it. There is a startling opening for some real good insurance advertising.

## PRINTERS' INK.

The circulars which Mr. Whitman has sent me are not faultless, but they are of a kind well calculated to make business. They are plain, straightforward statements, that really tell the recipient something of what he naturally wants to know. One of them, entitled "Three Points And a Remark," is particularly good, and I would advise any one interested in good insurance literature to send for a copy of it. Mr. Whitman say that the circulars sent have "sold goods," so of course they are good. There is never any question about a thing that is known to make business.

Theory is on the side of these circulars also. By comparison with a number of others which have recently come into my hands, their good points are made particularly prominent.

\* \*

PABST BREWING CO.  
Established 1844.

Capacity, 2,000,000 Barrels per Annum.  
MILWAUKEE, Wis., June 19, 1895.

*Mr. Chas. Austin Bates:*

DEAR SIR—I have read with considerable interest the criticism of our advertising in PRINTERS' INK of June 12. I must say that it is very just and fair, and that I appreciate many of the points which you make against the reading matter contained in the advertisement which you have selected. I find it a little difficult to give expression to the value of a proprietary article used medicinally without entering into such explanations that will present a plausible argument to the average public, rather than the most intelligent and keen-witted. In the little pamphlets which I inclose, of which we have issued some forty-two millions, you will find that most of the articles are on the "school-boy Sunday-school style," although some of them have a bit of terse colloquial writing. I have found this style to be profitable and convincing in pamphlets, as you suggest it would probably be. As regards the display feature of our advertising, that I have striven to make as powerful as possible, which furnishes some excuse for the quantity of matter which most of the advertisements contain.

With many thanks for your pleasant compliments, and the hope that I may take advantage of your judgment in the matter, I am, sir,

Yours, very truly,  
A. CRESSY MORRISON.

\* \*

W. J. MYERS, PROP.,  
Hocking Poultry Yards and Dog Kennels.  
JOBS, Ohio, June 8, 1895.

*Mr. Chas. Austin Bates, New York:*

DEAR SIR—I read PRINTERS' INK, and the department of criticisms is the first thing I look for every Friday noon. I inclose you one of my circulars. I'm no big wholesaler or retailer. I raise chickens and pets for pleasure and, incidentally, profit, in conjunction with my R. R. work. I advertise in all leading class (poultry) journals, and it pays and pays well. I have tried weeklies, dailies and semi-monthlies, but the poultry press pays me the best. The inclosed small ad

costs me \$22 per year in a monthly poultry journal. What do you think of it? Could I not improve it some? I have Polish chicks, ducks and dogs for sale, and I want the masses to know it, and I had to squeeze a great many words in my limited space. Is it too long to be read? I also inclose my circulars. Would like your criticism on same, all except the testimonials; they are not under my control. How is the style, printing, etc.? Hate to bother you, but we are all after information, and thousands of our people issue circulars. I want to be at the head, and if not there you can give me valuable assistance.

Yours truly,  
W. J. MYERS.

I see no reason why the advertisement mentioned should have brought results. To be sure, it is printed in a paper which addresses itself entirely to people who would be interested in the things mentioned in the ad. That in itself is half the battle. I reproduce the advertisement principally to

## HOCKING POULTRY YARDS AND PUG KENNELS.

JOBS, O.

Perfection Cannot be Impeached, an Acme is Reached.

Monarch strain White Crested Black Polish and Perfection strain of Colored Muscovy Ducks and America's finest Pugs. You better write to-day for large illustrated catalogue free for stamp, or send address on postal for illustrated circular. All sold on honor. Satisfaction or refund your money. No stock until fall. Fertile eggs any time.

W. J. MYERS, JOBS, OHIO.

show how poorly it is displayed, and to prove thereby that it is hard not to get results from advertising. If you pick out the right medium and use ordinary intelligence in constructing the advertisement, it would be sure to bring some results. If it is more attractively displayed, and more convincingly written, it will get more results, and that is where the greatest profitability of advertising comes in. Everything you can get out of the business above the cost of running it is just that much clear money. It is all profit. This advertisement costs \$22 per year, and that \$22 has to be paid before any profit can come of it. If the gross profit amounts to \$24.20, there is a net profit of 10 per cent on the investment. The next \$24.20 gross profit that you add is net profit also. It is the effort that is made after the advertisement has paid for itself that brings real profit. If this ad pays very well in its present form, it ought

to pay about twice as well, written and displayed in a better manner.

The circulars sent out are poorly printed, but they tell a plain story with every appearance of honesty and earnestness. The introductory talk of the advertiser is supplemented by a number of testimonials which serve to clinch the argument. The fact that the ad and the circulars have brought returns proves beyond doubt that they are good, but that doesn't mean that they might not have been better and have brought better results.

#### \* \* RETAIL ADVERTISING.

Some of the funniest advertisements are those of printers. I don't believe that one printer in a hundred knows how to advertise his own business. Most printers try to impress their patrons with the idea that good printing is an essential part of any successful business. At the same time, their own ads and their own printing serve as horrible examples of how it ought not to be done.

I have before me an ad from a paper published in Letts, Ia. It occupies about eight inches double, and contains no less than six different faces of type. There are ten display lines in it, and seven lines of reading matter. The ad is surrounded by an old-fashioned worn-out border, and is about as bad an example of display composition as I ever saw. If the printers had used two kinds of type, they could have made a nice looking ad. To do good printing it is not necessary to have an unlimited number of faces of type. Given three or four different series, and the intelligent printer can turn out creditable work, either in the job printing line or in newspaper display. Except in occasional instances, an advertisement or a job ought not to contain more than two different faces of type, or, at the outside, three. An advertisement or a piece of printed matter ought not to contain more than two or three display lines. There are occasional exceptions to this rule, but they are few and far between. If you try to emphasize everything you say, you will put everything on a dead level, and nothing will be conspicuous. If you have ten lines in an ad and display all of them, you might as well have displayed none. If you will pick out one line and make it ten

times as big as any other line you will have something with which to catch attention.

\* \*

## GROCERIES

FLOUR

"I am surrounded — help me out."

J. H. McCarthy.

J. H. McCarthy.

"Come and take the G. and F."

## GROCERIES

FLOUR

This advertisement comes from Downs, Okla. The man who sends it says: "Is there anything of merit or originality in the inclosed ad? Mr. McCarthy says it brings people in to see whether he is surrounded, and it sells goods. What would improve it?"

The only good thing about this ad is that it is likely to provoke a smile. I should not think it was calculated to sell goods. I can understand how in a small town such an advertisement might create some little comment, and how it might be mentioned to the advertiser. I do not see how it could affect trade much, either one way or the other. I believe that even in small towns, the man who is earnest and dignified in his advertising, will gain most in the long run. The man who lives in the "little town of Tailholt" is a man just the same as the man who lives on Fifth Avenue. He is actuated by the same desires, and he figures out things in pretty much the same way. There is a difference in degree, of course, but not in kind. People are pretty much the same all over the United States, and the kind of advertising that will influence people in one place is pretty sure to do it in another place. I have heard it said hundreds of times that "the Wanamaker style of advertising is all right for Philadelphia, but it would not go in New York." I never believed it, and it gratifies me exceedingly to know that since Mr. Gillam came to New York, the so-called Wanamaker style has "gone" here, and it has gone with a whiz which leads me to believe that somebody was mistaken.

## PRINTERS' INK.

PORT WASHINGTON, Wis., June 12, 1895.  
*Mr. Charles Austin Bates, New York:*

DEAR SIR—We read PRINTERS' INK every week, and take great delight in doing so, especially in your "Department of Criticism." We inclose a few ads taken from a weekly paper, and would be pleased to hear your criticism on same. We know they could be greatly improved, and by reading PRINTERS' INK hope to "get there."

Yours truly, G. W. KUHL & BRO.

In these advertisements there is too much display type. It makes the ads look mixed. It makes them hard to read. There isn't much in them but the display lines and a lot of prices.

I believe firmly in the publication of prices, but advertisements are greatly improved by a vivid description of the goods, and a little, plain, pleasant talk about them or about the store.

Don't be afraid of telling people something about your business. Take them into your confidence just a little bit. It makes them feel better acquainted with you, and that is one of the best things to be gained by advertising. Mr. Gillam, of Hilton, Hughes & Co., knows exactly how to do this. He starts out each advertisement with a short, pleasant little talk about something bearing directly on the general business of the store. The tone taken in these little headings is that the reader is already interested in the store, and will be glad to have these bits of information. The talks take it for granted that the reader will be interested in whatever is told about the store. This is a good thing to assume. If you approach the reader with diffidence, in an apologetic sort of way, you discount your chances. Go right at him, as if you knew he was glad to see you, and would be glad to hear whatever you had to tell him.

A bairful salesman on the road doesn't accomplish much. He must not be forward or "fresh"; he must

strong, well-developed confidence in himself is the most valuable thing he can have.

An advertisement is a salesman—or nothing.

X. S.

J. S. MEIGS,  
 Merchant Tailor,  
 Manufacturer  
 Men's Wear

86, University, Vt., June 12, 1895.  
*Mr. Charles Austin Bates, New York, N.Y.*

Dear Sir: I have enclosed very much your department of PRINTERS' INK and have printed enough by your suggestion.

About eight months ago I began to advertise periodically and systematically, changing matter each week and giving considerable

attention to having attractive cuts. I have also quoted prices at times and at others have had them printed without. Inclosed you will find a number of my ads and I should be pleased to have you comment on them in your "Dept of Criticism."

Respy yours,

J. S. MEIGS.

The advertisements sent are very well displayed, and read very well. It seems to me, however, that they might take a little higher tone for advertising a fine tailoring business. I believe in the colloquial style of advertising, but there are times when it is well to err on the side of dignity. Of course, I do not know what kind of a business Mr. Meigs is trying to do. If he is catering to popular trade his ads are very excellent indeed. If he is looking for high-class business, as some of the ads seem to indicate, the ads do not fit the business. They are not quite dignified enough. One of the best of these ads is this one:

## THE MAN

### WHOSE CLOTHES FIT

seems to get along in the world easier than the other fellow.

In the first place, he is more at ease at social functions.

And he generally finds a situation quickly when thrown out of employment.

And he seems to get the best paying positions.

The fact that he buys good clothes is itself a recommendation.

It shows that he is economical.

**J. S. MEIGS, MAKER OF GOOD CLOTHES.**  
 A superb line of men's wear! Ratings from  
~~experts~~. These will put you more elsewhere.

The three lines above the signature are particularly good. The reasoning is as excellent as it is unusual.



### READY MADE ADS.

For those

## GETTING BIGGER

There is a new and to  
 will give bigger in capacity as more  
 of our business is conducted with our  
 phone and other police and come to  
 know that we are doing is here.

The firm of Wm. & Chas. Doherty  
 have one or the other of which you  
 ought to know and use if you're a  
 woman.

It would be folly and none but  
 should we try to convince you  
 through these columns that these  
 Dohertys are better than others at  
 men. Every close advertiser says  
 this, and you can't believe them  
 all. A word about the firm:

*For Furniture.***SHALL WE  
SEND IT OUT?**

You may as well have the Refrigerator and the Matting to-day as not—we're willing to wait for our pay—willing to take it as you GET it—weekly or monthly—and in such sums as you can spare. Six big double floors full of Furniture, Carpets and Housefurnishings are thrown open for your selection.

*For Any Business***NOTHING IS  
SLIGHTED HERE.**

Little things command big attentions from us. Anything we put a price on must have quality. That is the ground floor upon which stands this prosperous business.

When you come here leave your fears behind—banish your doubts. A conscientious endeavor to render the most satisfactory service is omnipresent.

*For Groceries.***Those cuts  
in grocery  
prices**

will hold good a day or two longer.

Can you not guess our motives in cutting prices below others?

It is simply to get you acquainted with this store and the goodness of our groceries.

*For Carriages and Harness.***CARRIAGES  
AND  
HARNESS.**

Our last effort in the way of an exhibit. There are lots of things that WALTER the latest and largest HARNESS man, a very prominent dealer, has in his window of the dollars and a pounds character. As to the prices quoted below while checking very much of the carriage idea—not secured, the quality has to be even more honored. Our carriage men are of high grade workmanship on a larger scale.

*For More.***IT'S HIGH TIME**

you know of a pleasure car! You have looked in these days of confusion and the like. This is a confirmation, though, that you will be glad to hear of. It is the combination of high quality and low prices in above that is everywhere visible through our work. For greater

*For Furniture on Credit.***It's a  
Short Cut.**

That's all it is—a quick and convenient way to gain possession of what the home lacks. Under the conditions of our

**Equitable  
Credit  
System**

We do the waiting—not you. Paying a little once a week or month is easy enough for anybody. We don't ask anything else.

Come on—now—if the house needs Furniture—Carpets—Mattings—Drapery—Baby Carriages—Refrigerators—etc.—get 'em—have the good of 'em—and you'll find you won't miss the small amounts you've promised us.

Don't be afraid of notes—there are none.

Don't bother about bondsmen—we don't want any.

*For a Tailor—(By J. S. M.)***There Are  
Funny Things**

in the merchant tailoring business. It makes a reputable tailor laugh to hear some competition say he makes a good suit of clothes for \$10. Why, bless you, dear reader, the making and trimming alone of a *good suit of clothes* cost more than the twenty dollars.

Then there is the cost of the cloth and the cutter to pay, and **\$10 rent** to pay. Then add on a decent profit.

Now, what kind of workmanship do you think there is in a \$10 suit?

I don't make the \$10 kind. Am extremely busy making the good kind.

*For Publishers on Credit.***How Do  
You Do**

Also it—when you need some Publishers—or a Carpet—and haven't the cash to pay? Do you go without them until you can save up the money? Don't do it. Check with us. You are not going to pay by the operation.

**We Sell  
On Credit.**

Not Furniture and Carpets alone. For Marriage, Refrigerators, Baby Carriages, and everything else related to housekeeping. We ask you to compare our prices with those of the established ones. There's only one price in a house—it's a plain figure—and it's cash or credit. No notes—no interest—small weekly or monthly payments.

# We've Got It Down To a Science

—the knowledge of what papers pay best. We've spent nearly thirty years studying the subject.

This knowledge and our splendid facilities in other lines make advertising profitable to our clients.

Are you one of 'em?  
If not, call, write or phone us.

**Lord & Thomas,**  
**Newspaper and**  
**Magazine Advertising,**



45-47-49 Randolph St.,  
CHICAGO.

# Printers' Ink Cut.



I inserted an advertisement of this ink in the issue of May 22nd, and up to date have received twenty-seven (27) orders. That advertisement was read by more than a thousand employing printers who pay twice as much for ink not as good.

This ink is used exclusively on PRINTERS' INK each week, and is known by this name all over the country. It is a finer grade than my regular book ink, and can be used for half-tone work on super-sized and calendered paper. It is a clean-working ink, and there is no loss of time by continually washing the forms. It works as well at the end of a large run as it does at the beginning. Printers appreciate what a saving this means!

The price of this ink is twenty-five cents a pound, whether you buy one or one hundred pounds. I put it up in any size cans the customer desires.

Examine this issue carefully and judge the quality of the ink. Send for my beautiful price list. Address

PRINTERS' INK JONSON,

No. 8 Spruce St., New York.

# *Label Reds*

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We received the two cans of Label Red and have no kicks coming. It is indeed good ink. SENTINEL, Hazleton, Pa.

We have tried your Label Red Ink and find it what we wanted. It is worth three to one of the ink we have been using, which costs us seventy-five (75) cents per pound.

R. V. RUSSELL, Saugus, Mass.

Red Ink received. Clean out of sight.

LEDGER, Murray, Ky.

Send me two three-pound cans of Label Red same as last. It was all right.

E. F. BIGELOW, Portland, Conn.

Send me a three-pound can of Brilliant Red Ink same as our last order. It worked fine.

AMERICAN SENTINEL, Westminster, Md.

	Wade's Prices.	Levy's Prices.	Wilson's Prices.
Brilliant Red, . . .	\$1.00	\$1.00	—
Carminated Red, . . .	—	—	\$1.00
Label Red, . . .	—	1.00	1.00
Railroad Red, . . .	1.25	1.00	1.00
Tomato Red, . . .	1.00	—	1.00

I will match any of the above inks, put up in three-pound cans, for one dollar a can.

For 100-pound lots, in 50-pound cans or kegs, deduct 10 per cent.

My inks are guaranteed to be the best made, and if not found as represented the money will be refunded. Every one is satisfied with my inks. No one complains. Address (with check),

PRINTERS' INK JONSON,

8 SPRUCE ST., NEW YORK.

# The Good Work Is Going On Bravely —

We are steadily climbing. Good words from press and people continue to pour in. There has not been a single unfavorable comment by the press.

# ...THE GLOBE

is more than ever before the

## Best Paper in St. Paul.



The Globe has recently absorbed the St. Paul Call and  
has now no competitor in its field.

The Northwest is Prosperous,  
The Globe is Prosperous, and  
Our Advertisers are Prosperous.



New York Office: 517 and 518 Temple Court,  
C. E. ELLIS, Manager.



# Try It

The **best** way to do all newspaper advertising is to "try it" **for a time**.

"One brick won't build you a house."

One advertisement, one time, in any newspaper would hardly pay anybody.

The C. N. U. Lists are the same as other newspapers. One insertion would hardly be a fair test. But you can try it, if you like.

What the largest advertisers in the country are doing is running their advertisements right along **from year to year**.

They probably do it because it doesn't pay them.

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CHICAGO NEWSPAPER UNION,

93 S. JEFFERSON STREET,      10 SPRUCE STREET,

CHICAGO, ILL.

NEW YORK.



...IN

# MILWAUKEE

There is Wealth,  
Business Enterprise and a  
Large Number of  
Street Car Passengers—  
About 80,000 Daily.

# CARLETON AND KISSAM

Control the

Advertising in All Cars.



...MILWAUKEE OFFICE...

Matthews Bldg., 3d and Grand Aves.

Boston, 50 Bromfield St.

New York, Postal Tel. Bldg.

# We Will Give You Something For Nothing.

There are now published in the United States and Canada nearly 21,000 newspapers and magazines, all of some value as advertising mediums.

Which are the right ones for each separate business or individual advertiser we have made it our business to find out. It is all fresh in our minds and we are willing to communicate it to any intending advertiser who would appreciate its value. We would be glad to correspond with such just now. Address

*The Geo. P. Rowell Advertising Co.,*

*10 Spruce St., New York.*